الجامعة الافتراضيّة السوريّة

SYRIAN VIRTUAL UNIVERSITY

# Mass Media Language (2)


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ISSN: 2617-989X

Books & Refrences

# مادة إعلامية باللغة الانكليزية (2)

الدكتورة **جلنار واكيم**

من منشورات الجامعة الافتراضية السورية

الجمهورية العربية السورية 2020



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Publications of the Syrian Virtual University (SVU)

Syrian Arab Republic, 2020

# References

# GRAMMAR ANSWER KEY
## Module Two

- Why are you ***trying*** so hard to fit in when you were born to stand out? - From the movie *What a Girl Wants*

- I love you. I am who I ***am*** because of you. You are every reason, every hope, and every dream I've ever had, and no matter what ***happens*** to us in the future, every day we are together is the greatest day of my life. I will always be yours. - From *The Notebook*

- "Oh yes, the past ***can*** hurt. But you can either run from it, or learn from it."- Rafiki, from *The Lion King*

- "It takes a great deal of bravery to stand up to your enemies, but a great deal more to ***stand*** up to your friends."- Dumbledore, from *Harry Potter*

- The truth is... I ***gave*** my heart away a long time ago, my whole heart... and I never really got it back.- Reese Witherspoon, from *Sweet Home Alabama*

- The best love is the kind that ***awakens*** the soul and makes us reach for more, that plants a fire in our hearts and ***brings*** peace to our minds. And that's what you've given me. That's what I'd hoped to ***give*** you forever.- Nicholas Sparks, from *The Notebook*

- The greatest thing you'll ever ***learn*** is just to love and be loved in return.- From *Moulin Rouge*

- Do, or ***do*** not. There is no "try".- Yoda, from *The Empire Strikes Back*

- Love cannot be ***found*** where it doesn't exist, nor can it be hidden where it truly does. - David Schwimmer, in the movie *Kissing a Fool*

- "I'm scared of everything. I'm ***scared*** of what I saw. I'm scared of what I did, of who I am.... and most of all, I'm scared of ***walking*** out of this room and never feeling the rest of my whole life the way I feel when I'm with you."- "Baby" in *Dirty Dancing*

## Module Three

- “I like video games, but ***they're*** really violent. I'd ***like*** to play a video game where you help the people who were shot in all the other games. It'd be called 'Really Busy Hospital.”
  — Demetri Martin

- “If Pac-Man had ***affected*** us as kids, we'd all be ***running*** around in dark rooms, munching pills and listening to repetitive electronic music.”
  — Marcus Brigstocke

- “The worst thing a kid ***can*** say about homework is that it is too hard. The worst thing a kid can say about a game is it's too easy.”
  — Henry Jenkins

- “Reality is ***broken***. Game designers can fix it.”
  — Jane McGonigal

- “We are no longer ***worried*** that children are missing school because of video games, though. We are worried that they are ***murdering*** their classmates because of video games.”
  — Tom Bissell

- “Video games are bad for you? That's what they ***said*** about rock n' roll.”
  — Shigeru Miyamoto

- “I ***burned*** through all of my extra lives in a matter of minutes, and my two least-favorite words ***appeared*** on the screen: GAME OVER.”
  — Ernest Cline

- “When my dad was young he ***shot*** marbles. When I was young I ***played*** Marble Madness on my Nintendo Entertainment System.”
  — Kevin James Breaux

## Module Four

- Music is the purest form of art... therefore true poets, they who ***are*** seers, seek to express the universe in terms of music... The singer ***has*** everything within him. The notes come out from his very life. They are not materials gathered from outside.
  —*Rabindranath Tagore*

- Music ***is*** your own experience, your own thoughts,

your wisdom. If you don't live it, it ***won't*** come out of your horn. They teach you there's a boundary line to music. But, man, ***there's*** no boundary line to art.
—*Charlie Parker*

- For me music is a vehicle to bring our pain to the surface, ***getting*** it back to that humble and tender spot where, with luck, it can ***lose*** its anger and become compassion again.
  —*Paula Cole*

- To ***stop*** the flow of music would be like the stopping of time itself, incredible and inconceivable.
  — *Aaron Copland*

- Without music to decorate it, time is just a bunch of ***boring*** production deadlines or dates by which bills must be paid
  — *Frank Zappa*

- Music is what ***feelings*** sound like.
  *Bo Bennett*

- Music ***chose*** me, not the other way around.
  —*Christine Anderson*

- The advice I am ***giving*** always to all my students is above all to study the music profoundly... music ***is*** like the ocean, and the instruments are little or bigger islands, very beautiful for the flowers and trees...
  —*Andre Segovia*

# Module Five

- The moment your kid's born you realize no one ***knows*** anything. No one goes to classes. You just have a kid. You can read all the books you like, but unfortunately none of our kids have read the books so they don't care. You're basically ***making*** it up as you go along.
  —*Hugh Jackman quote*

- Read books. ***Care*** about things. Get excited. Try not to be too down on yourself. ***Enjoy*** the ever-present game of knowing.
  —*Hank Green*

- I ***went*** through a whole phase when I was younger of being obsessed with Tolstoy and Kafka and Camus, all those really, beautiful, dark depressing books.
  —*Jessica Pare*

- Life's lessons ***don't*** come with books, notes nor instructions...just ***mistakes*** and EVERYONE makes them!
  —*Nishan Panwar*

- As a kid, I always ***loved*** serialized books. It's the reason why people love 'Harry Potter.' Serialization is amazing. It ***works*** in television. It works in film and it works in books. Especially when you're a young kid, you get attached to these characters.
  —*Mindy Kaling*

- LIFE is like a BOOK. Some chapters ***are*** SAD, some HAPPY and some are EXCITING. But, if you never turn the page, you will never ***know*** what the next chapter holds.
  — *Unknown*

- Being lost in books ***has*** to be one of the best feelings it's like you can escape reality and live in your own fantasy.
  — *Unknown*

- I wish I ***could*** go back and take my name out of the history books so I would be a myth and legend.
  — *Unknown*

# Module Six

- Editors at fashion magazines, you're doing a great job. Women ***continue*** to hate their bodies...
  —*Unknown*

- I haven't read a book in my life. I haven't got enough time. I prefer to listen to music, although I do ***love*** fashion magazines.
  —*Victoria Beckham*

- Beauty magazines ***make*** my girlfriend feel ugly.
  —*James De La Vega*

- **That's** what I really ***love***, is finding a script and fantasizing and going to a different world and kind of portraying a character that is interesting. Because other lives ***interest*** us, that's why we read magazines like 'People' and try and fascinate and drool over what other people are doing.

  — *Alex Pettyfer*

- **I** don't ***call*** magazines and let them know about things so they can write stories.

  — *Lauren Conrad*

- **In** a funny way, poems are ***suited*** to modern life. They're short, they're intense. Nobody ***has*** time to read a 700-page book. People read magazines, and a poem takes less time than an article.

  — *Caroline Kennedy*

- **Let** me please stand in solidarity with all of the women who are not a size 2 six weeks after ***leaving*** the hospital. I thought, you ***read*** all of the stuff in magazines like, Oh, I breastfed my baby and I am so skinny now. I am breast-feeding my baby and I am not getting any skinnier! I think I'm just ***going*** to be a

little bit bigger for a little bit longer and that's fine with me.

— *Jenna Fischer*

- **I** think they're being extremely generous! Those magazines ***are*** very lovely but there are women on there who I find to be much more stunning.

—*Erica Durance*

**Module Seven**

- I got ***expelled*** from the public library for ***putting*** all the 'Women's Rights' books in the fiction section.
  —*Unknown*

- Whatever the cost of our libraries, the price ***is*** cheap compared to that of an ignorant nation.
  —*Walter Cronkite*

- To a historian libraries ***are*** food, shelter, and even muse.

  —*Barbara W Tuchman*

- I myself ***spent*** hours in the Columbia library as intimidated and embarrassed as a famished gourmet invited to a dream restaurant where every dish from all the world's cuisines, past and present, was available on request.
  —*Luigi Barzine*

- That perfect tranquility of life, which is nowhere to be ***found*** but in retreat, a faithful friend and a good library

  —*Aphra Behn*

- To those with ears to hear, libraries ***are*** really very noisy places. On their shelves we ***hear*** the captured voices of the centuries-old conversation that makes up our civilization.
  —*Timothy Healy*

- What ***is*** more important in a library than anything else - than everything else - is the fact that it exists.
  —*Archibald MacLeish*

- Some men ***have*** only one book in them, others a library
  —*Proverb*

- Libraries are not ***made***, they grow
  —*Augustine Birrell*

- No university in the world has ever ***risen*** to greatness without a correspondingly great library... When this is no longer true, then will our civilization ***have*** come to an end.
  —*Lawrence Clark Powell*

## Module Eight

- I don't go online, I ***don'***t read reviews, I try not to look at anything on the internet.
  —*Aaron Johnson*

- Dance like the photos not being tagged. Love like you've never been unfriended. Sing like nobody's following. Share like you care. And ***do*** it all like it won't end up on YouTube!
  —*Raymond Estrada*

- Who ***needs*** friends when you have the internet?
  —*Unknown*

- I feel like some people are ***caught*** so deep into impressing people on the internet that they forget who they actually are.
  —*Unknown*

- I will ***complain*** about my privacy being invaded by the government right after I update my dating profile to attract strangers on the internet.
  —*Unknown*

- I really ***wanted*** to do something positive on the internet. I wanted to try to get young people talking about, thinking about, life's big questions-make it cool and OK to wonder about the heart, the soul and ***free*** will and God and death and big topics like that, big human topics.
  —*Rainn Wilson*

- Nowadays we ***have*** so many things that take our attention, phones, internet - and perhaps we need to

disconnect from those and focus on the immediate world around us and the people that are actually present.
—*Nicholas Hoult*

## Module Nine

- On Earth we have these insects. Some people ***said*** it was pollution or mobile phones.
  —*Donna Noble*

- As a result, we will continue to ***see*** more innovation on the Internet and on mobile phones than on consoles.
  —*Trip Hawkins*

- Smart phones, smart cars, smart televisions... when are they ***going*** to start making smart people?
  —*Tanya Bianco*

- I remember being ***unemployed*** and walking the East Village streets for many years, constantly ***checking*** my voice mail on pay phones, hoping for an audition.
  —*Rainn Wilson*

- The one thing I'm absolutely ***obsessed*** with lately are gadgets! New cell phones; I walk around with three phones because I have all the new ***ones***, and I can't choose which I prefer.
  —*Bar Refaeli*

- Do people with iphones know that when they tweet their symbols on twitter it ***shows*** up as black blocks on other phones twitter timelines?
  —*Jayde Nicole*

- Think the one you're with is faithful? Try ***trading*** phones for a day.
  —*Unknown quotes*

- Phones are inherently social devices and the industry ***is*** just beginning to discover what's possible.

—*Mark Zuckerberg*

- We all think that ***raising*** our phones 6 inches in the air will give us better service...
  —*Unknown*

## Module Ten

- I think we did a great job of putting together a program that would have made good e-books available ***had*** people been buying e-books in any real numbers.
  — *Thomas Perry quotes*

- I tend to ***turn*** down books originally published as e-books. As for selling books directly to e-book publishers, I ***would*** do so only if all traditional publishers had turned them down.
  —*Richard Curtis quotes*

- There ***are*** lots of great ideas in my book, but as a cohesive unit, my book is only held together with glue at the spine. Or it would be, if it weren't an ebook.
  — Jarod Kintz

- What's ***cheaper*** than a gallon of gas? An ebook. Save a dollar, stay home and read!
  — Shandy L. Kurth

- You don't see people ***getting*** pulled over by the police for reading ebooks on their smartphones.
  — Jason Merkoski

- How do you ***press*** a wildflower into the pages of an e-book?
  — Lewis Buzbee

- A computer does not smell ... if a book is new, it ***smells*** great. If a book is old, it smells even better… And it stays with you forever. But the computer doesn't do that for you. I'm sorry.
  — Ray Bradbury

## Module Eleven

- **Girls,** stop ***comparing*** yourself to the .05%. That billboard is half Photoshop, half anorexia. Now consider the 99.95%...suddenly you're a 10.

  —*Unknown*

- **I** don't really make movies because I ***want*** to see my face on a billboard or because I want to get good reviews or have a big box office. That doesn't really matter to me at all.

  — *Joaquin Phoenix*

- **I** started getting text messages and calls from producers, and when I went into ***meetings*** for scripts, people were always commenting on the billboard and asking for pictures for their daughters.

  — *Kellan Lutz*

- **He's** really big. We ***were*** just there when it went up. Isn't it a great billboard? He's the biggest one in the world, honey.

  — *Kimora Lee Simmons*

- **There** ***is*** a new billboard outside Time Square. It keeps an up-to minute count of gun-related crimes in New York. Some goofball is going to ***shoot*** someone just to see the numbers move.

  — *David Letterman*

- **I** think that I shall never ***see*** a billboard lovely as a tree. Perhaps, unless the billboards fall, I'll never see a tree at all.

  —*Ogden Nash*

- **Oh** Beautiful for smoggy skies, insecticide grain, For strip-mined mountain's majesty above the asphalt plain. America, America, man ***sheds*** his waste on thee, And hides the pines with billboard signs, from sea to oily sea.

  — *George Carlin*

## Module Twelve

- ***Chase*** down your victory like it's the last bus of the night.

  **—***Unknown*

- **I** think any girl would throw me under a bus to ***be*** within five feet of Robert Pattinson. I actually think he's an attractive guy. And I ***watched*** most of 'Twilight,' and I think he was really intriguing.

  — *Paul Wesley quotes*

- **Every** day I've ***got*** to be thankful that I am alive, and you never know, the cliché is, I guess, you could get hit by a bus tomorrow, so you'd better be at peace with whatever you got ***going*** at the moment.

  — *Joseph Gordon-Levitt quotes*

- **I** moved to New York when I was 10, from Rio de Janeiro. So there ***was*** no need for driving: I took the subway, cabs and the bus.

  — *Jordana Brewster quotes*

- **Obviously** I wanted to be a bus driver and I still do. If only I ***could*** get a part time job.

  — *Jerry Springer quotes*

- **Life** is like ***riding*** on a bus. God is the driver and I am the passenger. Have faith God knows which route to take.

  —*Gabriel Bridges*

- **I** look at autism like a bus accident, and you don't become ***cured*** from a bus accident, but you can recover.

  — *Jenny McCarthy*

- **Back** down the bully to the back of the bus, cause ***it's*** time for them to be scared of us.

  —*Third Eye Blind*

## Module Thirteen

- **The** trouble with super heroes ***is*** what to do between phone booths.

  — *Ken Kesey*

- **If** we discovered that we only had five minutes left to say all that we wanted to say, every telephone booth would be ***occupied*** by people ***calling*** other people to stammer that they loved them.

  — *Christopher Morley*

- **She** ***was*** so small she could make mamba in a telephone booth.

  —*Bill Haley*

- **Life** with Mary was like being in a telephone booth

with an open umbrella-no matter ***which*** way you turned, you got it in the eye.

— *Jean Kerr*

- I am, in fact, Superman. Every morning I ***wake*** up and ***go*** into a telephone booth and change my costume, and then go to work.
  —*Stephen Daldry*

- Having a stage name is like having a Superman complex. I ***go*** into the telephone booth as Eric Bishop and come out as Jamie Foxx.

  —*Jamie Foxx*

- I ***look*** at my first appointment book from 1965 and I get dizzy. I was constantly in a phone booth calling photographers.

  —*Lauren Hutton*

## MODULE ONE: UNDERSTANDING MASS MEDIA II

Hello, my name is___________and I will be your instructor for the course of ***Mass Media Language II***. This is an interactive course which focuses on English in the field of Mass Media. Students will learn to identify relevant vocabulary, engage in reading comprehension, text analysis, short essay writing, reflect on youtube videos, practice conversation skills with peers, and write short media reports. Students should have taken ***Mass Media Language I*** as a pre-requisite to this course in order to be able to follow up with the content. In the first course, students were taught and practiced the steps required for essay writing in order to be able to react in writing to the reading and visual material. In this course, we will take it a step further by writing essays with three body paragraphs (instead of two body paragraphs). Students will also be introduced to short media reports and learn how to write proper reports in order to react to visual material.

### Module Objectives

This module will be reviewing the essentials of essay writing and how to react to written articles related to mass media. You will review the steps of writing a complete essay with an introduction, ***three*** body paragraphs, and a conclusion. You will also be introduced to writing proper media reports in short paragraphs. Module One will also briefly review the concept of Mass Media and introduce the four different sections of this theme that will be covered for this course.

In this module, you will learn to:

1. Identify the parts of an essay
2. Define mass media
3. Identify the four different categories of mass media and its varied parts
4. Understand how to write media reports
5. Analyze a media report sample

### What is an Essay?

An essay is a form of writing often written from the writer's point of view. No matter the type of essay, it always consists of an ***introduction, body,*** and ***conclusion***. The main idea of the essay is stated in the introduction in the form of a ***thesis statement***.

### Identifying the Parts of an Essay

As stated above, the main parts of an essay are the introduction, body, and conclusion. The introduction consists of some historical background information related to the topic, and a thesis statement indicating the main idea or ideas to be discussed. A thesis can be ***implicit*** or ***explicit***. Implicit means that the ideas are *implied* and not clearly stated. Explicit is when the ideas are clearly stated and it is obvious what will be specifically discussed in each body paragraph. For example, let us consider the following thesis statements on the impact of mass media.

Implicit thesis: There are different types of mass media.

Explicit thesis: The types of mass media include *broadcast, print, and digital media*.

In the first example, we can see that the types of mass media are not specified and therefore, the author leaves it up to us to find it out in the body. However, in the second example, the

types are being identified into broadcast, print, and digital media. We hence expect to have three main body paragraphs discussing each of the three aforementioned ideas.

The body is not restricted to three main paragraphs, it depends on the ideas to be discussed where each idea will be developed in a separate paragraph. As we have practiced in ***Mass Media Language I***, essays were based on two body paragraphs because students focused on two main ideas. Each idea will be supported with ***evidence.*** Types of evidence can include: examples, facts, statistics, and testimonies.

The conclusion includes a summary of the ideas stated in the thesis and a solution if the essay discusses a problem. An opinion can also be added at the end or writers can open up a new window leading to another idea.

Sometimes before an essay is written, a writing plan is required. This plan highlights the main aspects of the essay and focuses on the main points. An ***outline*** is a plan that serves as the skeleton of the essay and identifies its major parts.

Below is an outline for a standard essay:

## ESSAY OUTLINE

Title

I. Introduction
  - A. Background information
  - B. ***Thesis statement*** (implicit/explicit)

II. Body
  - ***A.*** Body 1: ***Topic Sentence***
    1. Support 1
    2. Support 2
  - ***B.*** Body 2: ***Topic Sentence***
    1. Support 1
    2. Support 2
  - ***C.*** Body 3: ***Topic Sentence***
    1. Support 1
    2. Support 2

III. Conclusion
  - A. Restate thesis
  - B. Opinion/New window/Solution

Once the outline is set, you are ready to begin writing your essay!

# Revision and Definition of Mass Media

**Definition:** Mainstream media or media technology targeted to reach a large audience through mass communication.

## Four Mass Media Categories to be focused on in this Course:

1. Broadcast
   - film
   - video games
   - music
   - radio
   - television
2. Print
   - books
   - magazines
   - libraries
   - newspapers
   - newsletters
   - brochures
3. Digital
   - Internet
   - Mobile phones
   - E-books
   - Digital audio
   - Digital videos
   - internet
4. Outdoor
   - Billboards
   - Transit zones
   - Buss shelters
   - Phone booths
   - Stall advertising

## What is a Media Report?

A media report describes in a short paragraph an event or product. A media report also conveys messages and gives us information we may require through the media.
A media report does not have any specific structure as long as the author responds to the question of the Ws. By answering the Ws questions, the audience has all the important information related to the product or event.
The WH questions are:

1. ***Where*** did the event take place or where is the product being marketed?
2. ***When*** did it happen?
3. ***What*** is the event or product being described?

4. ***Why*** did it happen or why is the product relevant?
5. ***Who*** is the targeted audience or who are the members involved?
6. ***How*** did it happen or how is the product being communicated?

By answering these questions in a paragraph form, you have supplied your readers with all the information required for successful communication.
Let us apply this concept by looking at the following simple example:



I am sure that most of you are familiar with the popular fairytale, *The Gingerbread Man.* To sum up, an old lady decides to bake a ginger bread cookie in the form of a man. As soon as the cookie is baked, the gingerbread man runs off from the kitchen with people and animals trying to catch it and eventually gets caught and eaten by a fox.
Now let's try to put part of this fairytale into a media report using the events in the picture above.
First, let's answer the Ws questions:

1. ***Where*** : in the kitchen
2. ***When***
3. ***What*** : the cookie escapes
4. ***Why*** in order to bake a cookie
5. ***Who***: the old woman and the gingerbread man
6. ***How:*** using a cookie tray and an oven

As you can see, we managed to answer five of the six Ws questions. That is fine as long as you answer as many questions as possible. Sometimes you may not need to answer all of the questions in order to be able to write an effective media report. Now that we have answered five of the questions, we will use these ideas and write them in a paragraph in chronological order as it appears in the image.
Here is an example:
*An old woman is in her kitchen baking a cookie. She molds the dough in the form of a gingerbread man using a cookie tray. Once the cookie is cooked in the oven, the gingerbread man escapes.*
This is a very simple example of a media report. However, the concept is the same and can be applied on all themes that will come in the next modules.

## REVISION EXERCISES

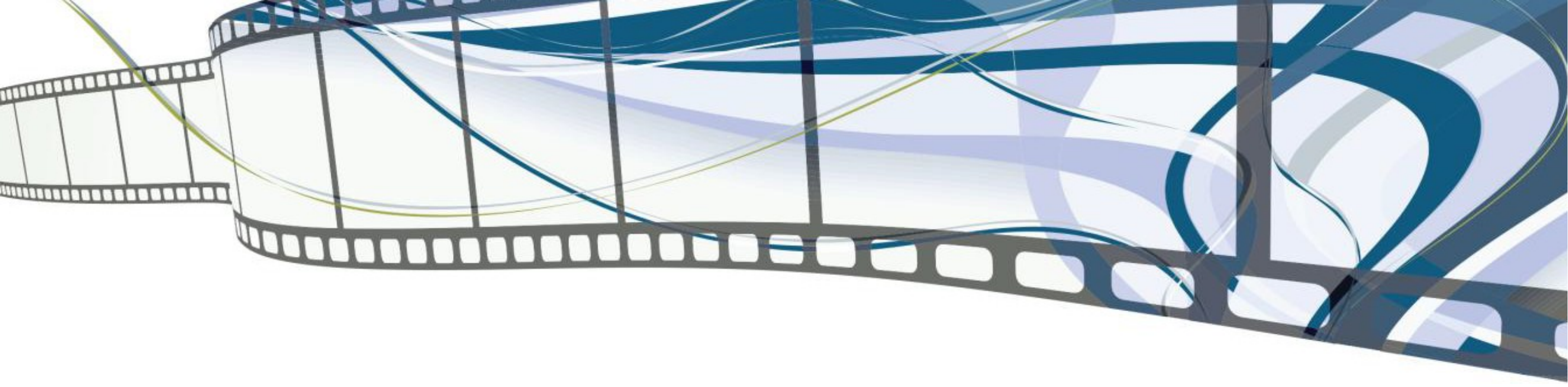
1. Identify the following mass media types: libraries, magazines, internet, film, smart phones, Transit zones, video games, e-books, music, magazines, billboards, books, and phone booths.

2. Define the following: mainstream media, explicit thesis statement, print media, media report, and outdoor media.

3. Choose one of the mass media categories mentioned above. Select two media types under this category and explain in a short paragraph why it is an important communication tool.

4. Write a one paragraph media report using the picture below. Make sure to answer the Ws questions first in order to guide you.





## MODULE TWO: BROADCAST MEDIA AND THE FILM INDUSTRY

Media is a very important communication tool which is fast and reaches a large audience. It can impact the individual and society through broadcast, print, digital, and outdoor media. The impact of media can have positive or negative effects. ***Broadcast media*** can impact a society through film, video games, and music. In this module, we will be focusing on the impact of ***broadcast*** media through *film*.

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### Summary

This module will be discussing the impact of broadcast media through film. Film can have positive and negative effects on society. Some of these effects include entertainment, employment, and propaganda on the other hand.

### Module Objectives

In this module, you will learn to:

1. Understand the effects of film media on society through text analysis
2. Learn vocabulary words related to broadcast media and film
3. Write a well developed essay on the effects of film media
4. Identify grammatical mistakes in quotes related to broadcast media and film
5. React to pictures related to broadcast media and film
6. Write a short media report

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# READING COMPREHENSION

Read the following article, and answer the corresponding questions.

## Movies and Their Impact on Society

By Rohini Mohan
Published: 6/1/2011

We are all movie buffs, and there is no denying the fact. Nonetheless, have you ever stopped to wonder about the impact that movies have on our lives and the people around us? When you really think about it, there is a lot more to movies and media, than what meets the eye... Movies have become such an inseparable part of our lives, that it is tough to imagine a world without this form of entertainment. Of course, with the advent of newer technology, the number of theater goers has reduced drastically, but the number of movie viewers has sky rocketed. The movie industry is booming and shows no signs of relenting. The reason why movies are so ardently revered is because; they open a window of innumerable possibilities for its viewers. It lets you escape into a world which is far from the daily realities of life.

## The Positive Impact of Movies on Society

***Gives a Reality Check***

Certain movies play positive roles as well, and not all movies are bad. It however depends completely on the subject matter of the movie. Some movies try to create awareness about the socioeconomic and political state of affairs of nations. It spreads awareness about the evils of drug abuse, alcoholism, HIV, and the evils of having many sexual partners. Movies create awareness about the importance of education, medicine, art and politics. It also brings us to understand more about the depravity of the homeless, and the plight of underdeveloped countries, and countries stigmatized by years of war. All these movie genres help awaken our sense of responsibly and empathy towards such situations. These socially enlightening movies help us realize the message which was being conveyed. It influences our thought process in a positive way and helps us try to do our bit in order to be of some help to humanity. While the number of people who actually do something is doubtful, there have been cases where people have taken up animal protection and human right activities after being moved by a movie they watched.

***Induces Creativity***

Movies help boost our imagination. We think about the things we saw and then we take our imagination a little further and visualize. This is one of the reasons why the animation industry is gaining more and more enthusiastic entrants, who wish to learn the tricks of the trade. Even young aspiring actors and movie makers are desirous of joining the movie industry, simply because they too will get to explore new horizons of their creativity and produce something new and awe-inspiring.

***Generates Employment***

The movie industry has played a massive role in generating employment for people, the world over. Since there are so many people involved in making and producing a movie, it naturally has a wide scope for new job openings. The more the people, the better. However, it requires specialized training and knowledge, in order to work for a movie.

***Provides Social Entertainment***
Movies act as an escape hatch for people who wish to forget about all their worries, frustrations and tensions, even if its effects last for a few hours. It entertains them and makes them focus on things which have nothing to do with their own personal lives.

## The Negative Impact of Movies on Society

***Spreads Propaganda***
Movies are successfully able to influence its viewers to a very large extent, which is exactly what the advertising industry capitalizes on. They use a few seconds of movie footage in order to market their products to the whole world. For instance, a new car model, or new designer clothes and accessories, are showcased to the world by the actors enacting their roles. This makes us aware of the new product, makes us curious and interested. This results in us finding out about the new product through the internet and through discussions with friends. This way, the chain of advertising and communication of the information continues in a smooth flow, without making the advertising companies spend a dime.

***Affects Lifestyle***
Everything we watch and listen to, affects and influences us at some level or the other. If not consciously, it leaves its traces in our psyche. Since we consider actors as superiors and almost have god-like devotion for them, whatever they do affects us as well. We try to emulate them and behave like them. We emulate their newest fashion trends, the way they speak, and the lifestyles they lead, both on and off-screen. We are interested in finding out which celeb is dating who, and what they are all up to in their personal and private lives. This is exactly why smoking in movies has been banned, because people watch their favorite actors smoking on-screen and it makes the people of society feel that they too must try it. At some point, we all think that it is the new cool thing to do, and we do it because it makes us feel special. Media affects our culture in many ways. For instance, movies have significantly affected our moral beliefs as well, by seriously jeopardizing the very foundation of marriage and faith in God. Movies make it seem like it's normal to indulge in extramarital affairs, and polygamous relationships, which in reality might turn out to be an extremely unsafe and detrimental practice for everyone involved.

Movies have their own plus and negative points, just like everything else in the world. Nonetheless, movies and their impact on society runs very deep and has become an integral part of our very existence. It affects us in more ways than we can imagine.

Text Taken From:
http://www.buzzle.com/articles/movies-and-their-impact-on-society.html

## Questions

1. Is the thesis statement implicitly or explicitly stated?
2. Identify one positive impact of film media being discussed.
3. Identify the types of support being used.
4. Mention two negative impacts of film stated in the text.
5. Define the highlighted vocabulary words (in yellow) according to the context of the text, and discuss the results with your peers.

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## ESSAY WRITING

Write an essay using the previous article for your supporting evidence. In the essay, identify three positive or negative effects of film on society. Your essay should be composed of an **outline**, an **introduction**, **three body paragraphs**, and a **conclusion**. Make sure to follow the essay format explained in *Module One*.

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## GRAMMAR

### 1. Read the following famous quotations derived from popular films and correct the italicized grammatical mistakes.

- Why are you ***try*** so hard to fit in when you were born to stand out? - From the movie *What a Girl Wants*
- I love you. I ***was*** who I am because of you. You are every reason, every hope, and every dream I've ever had, and no matter what ***happened*** to us in the future, every day we are together is the greatest day of my life. I will always be yours. - From *The Notebook*
- "Oh yes, the past ***could*** hurt. But you can either run from it, or learn from it."- Rafiki, from *The Lion King*
- "It takes a great deal of bravery to stand up to your enemies, but a great deal more to ***standing*** up to your friends."- Dumbledore, from *Harry Potter*

- The truth is... I ***give*** my heart away a long time ago, my whole heart... and I never really got it back.- Reese Witherspoon, from *Sweet Home Alabama*

- The best love is the kind that ***awaken*** the soul and makes us reach for more, that plants a fire in our hearts and ***brought*** peace to our minds. And that's what you've given me. That's what I'd hoped to ***given*** you forever.- Nicholas Sparks, from *The Notebook*

- The greatest thing you'll ever ***learnt*** is just to love and be loved in return.- From *Moulin Rouge*

- Do, or ***did*** not. There is no "try".- Yoda, from *The Empire Strikes Back*

- Love cannot be ***find*** where it doesn't exist, nor can it be hidden where it truly does. - David Schwimmer, in the movie *Kissing a Fool*

- "I'm scared of everything. I'm ***scare*** of what I saw. I'm scared of what I did, of who I am ....and most of all, I'm scared of ***walk*** out of this room and never feeling the rest of my whole life the way I feel when I'm with you."- "Baby" in *Dirty Dancing*

Quotes Derived From:

http://boardofwisdom.com/togo/?viewid=1005&listname=Movies

2. **Once, you corrected the errors in the ten quotes listed above, try to identify the movie genre and discuss the results with your peers.**

# PICTURE AND VIDEO ANALYSIS

1. Look at the following movie scenes and identify the effect of media on its audience. Explain whether the impact is positive or negative.







2. Watch the following deleted scene from the 1997 popular movie *Titanic* about Rose's dream. Do you think it was an essential part of movie and shouldn't have been deleted? Explain.

   http://www.youtube.com/watch?v=Agy0C4D_czM

3. Watch the following video, and write a short media repot answering as many of the Ws questions as possible.
   http://www.youtube.com/watch?v=_D4BTswWfbY

# MODULE THREE: BROADCAST MEDIA AND THE IMPACT OF VIDEO GAMES

Media is a very important communication tool which is fast and reaches a large audience. It can impact the individual and society through broadcast, print, digital, and outdoor media. The impact of media can have positive or negative effects. ***Broadcast media*** can impact a society through film, video games, and music. In this module, we will be focusing on the impact of ***broadcast*** media through *video games*.

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## Summary

This module will be discussing the impact of broadcast media through video games. Video games can have positive and negative effects on children. They can promote negative effects such as violence, drugs, and alcohol. If parents learn to select proper video games for their children, they can also have educational effects.

## Module Objectives

In this module, you will learn to:

1. Understand the effects of video games on children through text analysis
2. Learn vocabulary words related to broadcast media and video games
3. Write a well developed essay on the effects of video games
4. Identify grammatical mistakes in quotes related to broadcast media and video games
5. React to pictures related to broadcast media and video games
6. Write a short media report

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# READING COMPREHENSION

Read the following article, and answer the corresponding questions.

**Children and Video Games: Playing with Violence**

Video gaming (playing video games) has become a popular activity for people of all ages. Many children and adolescents spend large amounts of time playing them. Video gaming is a multibillion-dollar industry – bringing in more money than movies and DVDs. Video games have become very sophisticated and realistic. Some games connect to the Internet, which can allow children and adolescents to play online with unknown adults and peers.

While some games have educational content, many of the most popular games emphasize negative themes and promote:
• the killing of people or animals
• the use and abuse of drugs and alcohol
• criminal behavior, disrespect for authority and the law
• sexual exploitation and violence toward women
• racial, sexual, and gender stereotypes
• foul language, obscenities, and obscene gestures

There is growing research on the effects of video games on children. Some video games may promote learning, problem solving and help with the development of fine motor skills and coordination. However, there are concerns about the effect of violent video games on young people who play videogames excessively.
Studies of children exposed to violence have shown that they can become: ―immune‖ or numb to the horror of violence, imitate the violence they see, and show more aggressive behavior with greater exposure to violence. Some children accept violence as a way to handle problems. Studies have also shown that the more realistic and repeated the exposure to violence, the greater the impact on children. In addition, children with emotional, behavioral and learning problems may be more influenced by violent images.

Children and adolescents can become overly involved and even obsessed with videogames. Spending large amounts of time playing these games can create problems and lead to:
• poor social skills
• time away from family time, school-work, and other hobbies
• lower grades and reading less
• exercising less, and becoming overweight

## Video Games, "Facts for Families"
• aggressive thoughts and behaviors

## Tips for Parents
Parents can help their children enjoy these games and avoid problems by:
• checking the Entertainment Software Rating Board (ESRB) ratings to learn about the game's content.
• selecting appropriate games—both in content and level of development.
• playing videogames with their children to experience the game's content.
• setting clear rules about game content and playing time, both in and outside of your home.

• strongly warning children about potential serious dangers of Internet contacts and relationships while playing games online.
• talking with other parents about your family's video game rules.
• remembering that you are a role model for your children – including video games you play as an adult.

If parents are concerned that their child is spending too much time playing video games or appears preoccupied or obsessed with aggressive or violent video games, they should first set some limits (for example – playing the games for one hour after all homework is done) and try to encourage the child to participate in other activities. If there is continued concern about their child's behavior or the effects of videogames, a consultation with a qualified mental health professional may be helpful.



Text Taken From:

http://www.aacap.org/App_Themes/AACAP/docs/facts_for_families/91_children_and_video_games_playing_with_violence.pdf

## Questions

1. Is the thesis statement implicitly or explicitly stated?
2. Identify one impact of video games being discussed.
3. Identify the types of support being used.
4. Explain how children can play video games in a healthy manner.
5. Define the highlighted vocabulary words (in yellow) according to the context of the text, and discuss the results with your peers.

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# ESSAY WRITING

Write an essay using the previous article for your supporting evidence. In the essay, identify three effects of video games on children. Your essay should be composed of an **outline**, an **introduction**, **three body paragraphs**, and a **conclusion**. Make sure to follow the essay format explained in *Module One*.

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# GRAMMAR

### 1. Read the following quotations on video games and correct the italicized grammatical mistakes.

- —I like video games, but ***they were*** really violent. I'd ***liked*** to play a video game where you help the people who were shot in all the other games. It'd be called 'Really Busy Hospital.‖
  — Demetri Martin

- —If Pac-Man had ***affect*** us as kids, we'd all be ***ran*** around in dark rooms, munching pills and listening to repetitive electronic music.‖
  — Marcus Brigstocke

- —The worst thing a kid ***could*** say about homework is that it is too hard. The worst thing a kid can say about a game is it's too easy.‖
  — Henry Jenkins

- ―Reality is ***broke***. Game designers can fix it.‖
  — Jane McGonigal

- ‒We are no longer ***worrying*** that children are missing school because of video games, though. We are worried that they are ***murder*** their classmates because of video games.‖
  — Tom Bissell

- ―Video games are bad for you? That's what they ***say*** about rock n'roll.‖
  — Shigeru Miyamoto

- ―I ***burnt*** through all of my extra lives in a matter of minutes, and my two least-favorite words ***appear*** on the screen: GAME OVER.‖
  — Ernest Cline

- ‒When my dad was young he ***shoot*** marbles. When I was young I ***play*** Marble Madness on my Nintendo Entertainment System.‖
  — Kevin James Breaux

**2. Once, you corrected the errors in the ten quotes listed above, try to identify the type of video game and discuss whether the impact is positive or negative.**

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# PICTURE AND VIDEO ANALYSIS

1. Look at the following video game samples and identify the effect of media on its audience. Explain whether the impact is positive or negative.





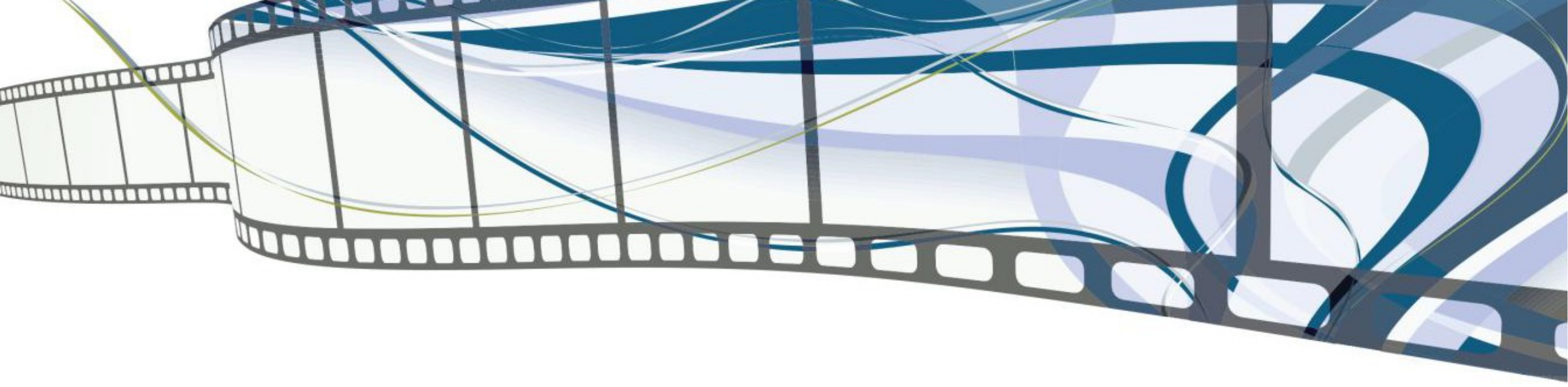


2. Watch the following trailer from the popular video game, *Tomb Raider*. What impact can it have on video game players? Explain.

   http://www.youtube.com/watch?v=twjNaXJvZf

3. Watch the following video, and write a short media repot answering as many of the Ws questions as possible.

   http://www.youtube.com/watch?v=_Fr_c3tN83g



# MODULE FOUR: BROADCAST MEDIA AND THE IMPACT OF MUSIC

Media is a very important communication tool which is fast and reaches a large audience. It can impact the individual and society through broadcast, print, digital, and outdoor media. The impact of media can have positive or negative effects. ***Broadcast media*** can impact a society through film, video games, and music. In this module, we will be focusing on the impact of ***broadcast*** media through *music*.

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## Summary

This module will be discussing the impact of broadcast media through music. Music can have positive and negative effects on society. The effects depend on the type of music. Studies have shown that classical and jazz music has a more positive influence than pop and rap music.

## Module Objectives

In this module, you will learn to:

1. Understand the effects of music on society through text analysis
2. Learn vocabulary words related to broadcast media and music
3. Write a well developed essay on the effects of music
4. Identify grammatical mistakes in quotes related to broadcast media and music
5. React to pictures related to broadcast media and music
6. Write a short media report

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# READING COMPREHENSION

Read the following article, and answer the corresponding questions.

The Effects of Music on Today's Society

Music is one of the best things out there. If you think about it, music is listened in excess by everyone. You might get caught listening to music while you do homework, exercise, or even listen as you go to school, totaling to an amount of hours unmatched by anything else, exposing yourself to a variation of different styles, voices, instruments, and ideas. The ideas though are what can be troubling to some people. I listen primarily to classical music, jazz, and sometimes electronic, all of which have a very grounded, yet inspirational influence. However, rap, pop, and contemporary music has been proven by many critics and parents that these genres are not providing a good influence on today's generation. I'm not trying to say that all music is bad and that we should just throw it out the window, but the constant explicit language, sexual references, and rebellious behavior makes these genres out to be severe negative influences.

Back before music attained the major influence it has today, many people were stuck, listening to classical music in a theater or party, while others might have created their own pieces of song, primarily folk songs. The evolution of these various genres has created a melting pot of ideas and opinions, which have been created every day. Lucinda Watrous, from Yahoo Voices, noted in one of her pieces concerning music, "A fusion of pop and soul created the new genre of contemporary rhythm and blues. The main driving forces of this genre were Michael Jackson, Whitney Houston, Prince, and Lionel Richie. [The 1980s] also aided Hip Hop in becoming a commercial force in the American music industry." This first driving force of music Ms. Watrous discusses, gave many other singers ideas in how to gain their popularity and gain the attention of kids through their upbeat rhythms and appropriate lyrics. Later however, Hip-Hop soon evolved into pop and rap, creating a disconnection and what should be appropriate for kids and teens of today's generation.

A student named Kevin Liljequist provided that, “The average American teen spends far more time listening to music than listening to mom or dad," which could be frightening to some parents, leading to my next idea. Teens and Young Adults aren't thinking about what they are listening to most of the time, and they don't realize how damaging the affects could be. "The average American teen is spending more time alone with music, with less parental oversight and involvement," Leljequist says. This statement is eye-opening, proving that the generation of today is not being looked after the way they should, exposing themselves to ideas that could influence their assumptions of their life ahead, attitude, and how they are required to function in society. This is frightening to any concerned parent.

The third source I will bring into this discussion comes from the American Academy of Child and Adolescent Psychiatry, or AACAP. Harper Collins, a member of this organization, pleads towards the negative effects of music by stating, “The following themes, which are featured primarily in some lyrics, can be particularly troublesome: Drugs and alcohol abuse that is glamorized, Suicide as an “alternative” or “solution”, Graphic Violence, etc,” leaving more parents concerned towards the exposure of their children. He then goes into more detail by vouching for parents, reaching out to them and giving them tips on how to deal with this matter. Mr. Collins notes, “Parents can help their teenagers by paying attention to their teenager's purchasing, downloading, listening and viewing patterns, and by helping them identify music that may be destructive,” allowing parents the opportunity to discuss this issue with their own children.

My final source comes from the US National Library of Medicine and the National Institutes of Health, a reliable line of contributors whose job is to provide insight on topics concerning the health of humans. In their article, “Impact of media use on children and youth,” written by Pediatrics and Child Health, goes into great depth concerning the exposure of media use, including television, the internet, video games, and music. In one portion, they stated, “Music lyrics have become increasingly explicit, particularly with references to sex, drugs and violence. Research linking a cause-and-effect relationship between explicit lyrics and adverse behavioral effects is still in progress at this time. Meanwhile, the potential negative impact of explicit music lyrics should put parents and pediatricians on guard – pediatricians should bring this up in anticipatory guidance discussions with teenagers and their parents. At the very least, parents should take an active role in monitoring the music their children are exposed to.” This excerpt allows many to agree that music is not being examined closely enough.

Despite the plethora of negative influences that have been examined throughout, music has had many great influences. Providing us with an outlet from reality, or even allowing us to be uplifted, song has given many listeners a chance to feel at ease, despite whatever we as humans might be going through. The combination of all the hours we spend listening to music has amounted to a great deal of how people spend their time each day. Could you think of anything that could replace such a wonderful thing? Although I will continue to listen to Bruckner, Clifford Brown, Mahler, and Glenn Miller in excess, while others will continue to drift towards more popular artists, everyone is listening to something that they enjoy, and will not stop enjoying these interests anytime soon. I don't criticize people because of the music they end up listening to. I don't criticize people because of how little or much time they end up listening to music. And, I certainly don't criticize people because of the choices that they have made with living their lives.

Everyone was created unique and was intended to stand out from the crowd. Although we are encouraged to be creative and express our own ideas, music has become a major outlet and that has made many artists' willing to sacrifice their values, and ethics, in order to gain the popularity they desire. However, this sacrifice has amounted to many consequences, causing the tender minds of children to be corrupted with thoughts that they should not have perceived until later in their lives. Music is a wonderful thing, and it remains to be a wonderful thing every day, but when the thoughts and perceptions of music have a negative impact, we must take a step back and think, "What do I want to be exposed to?"

*Works Cited*

*Collins, Harper. "The Influence Of Music And Music Videos | American Academy of Child & Adolescent Psychiatry." The Influence Of Music And Music Videos | American Academy of Child & Adolescent Psychiatry. AACAP, Sept. 2008. Web. 04 Mar. 2013.*

*Leljequist, Kevin C. "Does Music and Lyrical Content Influence Human Behavior?" Does Music and Lyrical Content Influence Human Behavior? N.p., 15 Oct. 2002. Web. 07 Mar. 2013.*

*Paediatr Child Health. "Impact of Media Use on Children and Youth." US National Library of Medicine & National Institute of Health. N.p., May-June 2003. Web. 5 Mar. 2013.*

*Watrous, Lucinda. "Music and Its Impact on American Society." Yahoo! Contributor Network. N.p., 19 Apr. 2007. Web. 07 Mar. 2013.*

Text Taken From:

http://youthvoices.net/discussion/effects-music-todays-society

### Questions

1. Is the thesis statement implicitly or explicitly stated?
2. Identify one positive and one negative impact of music.
3. Identify the types of support being used.
4. According to the text, describe how music has changed within the years.
5. Define the highlighted vocabulary words (in yellow) according to the context of the text, and discuss the results with your peers.

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## ESSAY WRITING

Write an essay using the previous article for your supporting evidence. In the essay, identify three of the effects of music on society. Your essay should be composed of an **outline**, an **introduction**, **three body paragraphs**, and a **conclusion**. Make sure to follow the essay format explained in *Module One*.

---

## GRAMMAR

### 1. Read the following quotations on music and correct the italicized grammatical mistakes.

- Music is the purest form of art... therefore true poets, they who ***is*** seers, seek to express the universe in terms of music... The singer ***have*** everything within him. The notes come out from his very life. They are not materials gathered from outside.
  —*Rabindranath Tagore*

- Music ***was*** your own experience, your own thoughts, your wisdom. If you don't live it, it ***will not*** come out of your horn. They teach you there's a boundary line to music. But, man, ***there are*** no boundary line to art.
  —*Charlie Parker*

- For me music is a vehicle to bring our pain to the surface, ***get*** it back to that humble and tender spot where, with luck, it can ***loose*** its anger and become compassion again.
  —*Paula Cole*

- To ***stopping*** the flow of music would be like the stopping of time itself, incredible and inconceivable.
  — *Aaron Copland*

- Without music to decorate it, time is just a bunch of ***bore*** production deadlines or dates by which bills must be paid
  — *Frank Zappa*

- Music is what ***feeling*** sound like.
  *Bo Bennett*

- Music ***choose*** me, not the other way around.
  —*Christine Anderson*

- The advice I am ***given*** always to all my students is above all to study the music profoundly... music ***are*** like the ocean, and the instruments are little or bigger islands, very beautiful for the flowers and trees...
  —*Andre Segovia*

**2. Once, you corrected the errors in the eight quotes listed above, try to identify the effect and type of music and discuss the results with your peers.**

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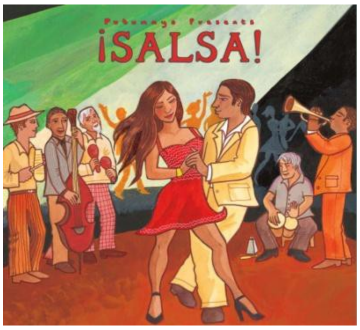
# PICTURE AND VIDEO ANALYSIS

1. Look at the following pictures and identify the music genre and the effect on its audience. Explain whether the impact is positive or negative.











2. Watch the following short report on music. What impact can it have on society? Explain.

   http://www.youtube.com/watch?v=XKQq760j4Zs

3. Watch the following video, and write a short media repot answering as many of the Ws questions as possible.

   http://www.youtube.com/watch?v=dSMiYzBEPY8

# MODULE FIVE: PRINT MEDIA AND THE IMPACT OF BOOKS

Media is a very important communication tool which is fast and reaches a large audience. It can impact the individual and society through broadcast, print, digital, and outdoor media. The impact of media can have positive or negative effects. ***Print media*** can impact a society through books, magazines, and libraries. In this module, we will be focusing on the impact of ***print*** media through *books*.

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## Summary

This module will be discussing the impact of print media through books. Books can have many positive effects on children. Parents can use books as a great tool in order to aid them in raising healthy and happy children.

## Module Objectives

In this module, you will learn to:

1. Understand the effects of books on children through text analysis
2. Learn vocabulary words related to print media and books
3. Write a well developed essay on the impact of books
4. Identify grammatical mistakes in quotes related to print media and books
5. React to pictures related to print media and books
6. Write a short media report

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# READING COMPREHENSION

Read the following article, and answer the corresponding questions.

Tell Me a Story – Research Examines How Parents Can Use Books to Have a Positive Impact on Their Child's Social Struggles

New research explores the positive effects of reading as part of a parental intervention strategy for children struggling with social issues.

Date: 8/12/2013 8:00:00 AM
By: Dawn Fuller

A new study out of the University of Cincinnati not only finds that parents feel responsible about taking action when their children struggle with social issues, but also that parents are influenced by their own childhood memories. Jennifer Davis Bowman, a recent graduate of the special education doctoral program at the University of Cincinnati, will present her research on Aug. 12, at the 108th annual meeting of the American Sociological Association in New York, N.Y.

Bowman's study examined parents' use of what's called bibliotherapy – using books as interventions for children who experience social struggles that may arise from disabilities such as autism or Down Syndrome.

Bibliotherapy involves books with characters that are facing challenges similar to their reading audience, or books that have stories that can generate ideas for problem-solving activities and discussions. Bowman says previous research found that bibliotherapy can improve communication, attitude and reduce aggression for children with social disabilities.

The adult participants in the study were four caregivers who had concerns about their child's social behavior. One of the participants was raising a grandchild. The other three were biological parents.

The children involved in the study were three boys and one girl, ranging in age from 4 to 12.The majority of them had behavioral challenges associated with a diagnosed disability or disorder, including Down Syndrome, Attention Deficit Disorder, speech impairment or developmental issues.

The adults received training on using bibliotherapy to offset negative social behaviors in children. Each adult also participated in three structured interviews to explore their experience with social interventions, as well as their own early childhood experiences with friends, family and reading. They also were asked about their experiences in using stories as an intervention to negative behavior. The final interview examined parental views on social intervention and using bibliotheraphy as a successful social intervention.

"The parents found that the same supports that were useful for leisure or academic reading were beneficial for bibliotherapy," Bowman writes. "The parents felt that the strategies that improved reading comprehension, vocabulary and higher-order thinking skills would also strengthen their child's response to the intervention.

“The parents also reported that their own feelings about reading literature were established when they were children, and continued into adulthood,” says Bowman.

“Parents who loved reading when they were children worked on incorporating reading into their children’s daily routine. On the other hand, parents who were nonchalant about reading as a child were concerned that their own child would feel the same, and those parents reported that they went to great lengths to prevent that from happening.”

Parents reported occasions in which the children disagreed with the book selection, yet the parent was selecting the book as an intervention to address a particular behavior. Other challenges involved the child’s attention span during the book reading. Yet, despite previous research that parents were reluctant in getting involved in social interventions, Bowman says her research revealed that perceived challenges around bibliotherapy (such as modifying the intervention) actually strengthened the parents’ dedication and persistence.

The interviews also found that parents could still vividly remember their own childhood struggles socially, and that these memories influenced their views on intervention strategies. “Workshops, trainings or classes that provide an opportunity for parents to explore their perception toward intervention would assist in strengthening parent efforts in implementing interventions,” says Bowman.

Three of the adult study participants were female and one was male. Three of the four adults were African-American and two African-American participants were married. One adult was Caucasian and married. Most of the parents reported working in so-called helping professions. The majority of the children had siblings and lived in a two-parent household.

Bowman suggests additional research expand to interviewing couples – rather than one parent – about intervention strategies as well as the children involved in such studies. She also suggests that future research explore interventions among a more racially diverse range of parents working in a range of careers – parents who may not be as familiar with bibliotherapy, as some parents were in this study.

Bowman says her research ultimately revealed that parents felt it was their responsibility to intervene when their child had social issues. “In order to maintain a healthy sense of responsibility, it is essential that parents access the social supports available for their children” Bowman states in the study. “Pursuing an open dialog with professionals such as school counselors, school social workers and representatives from parenting organizations would be beneficial in facilitating parent use of support services.”

Text Taken From:

http://www.uc.edu/news/NR.aspx?id=18120

## Questions

1. Is the thesis statement implicitly or explicitly stated?
2. Identify one positive impact of books on children with disabilities.
3. Identify the types of support being used.
4. According to the text, describe how parents can use books in order to give their children a proper upbringing.
5. Define the highlighted vocabulary words (in yellow) according to the context of the text, and discuss the results with your peers.

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## ESSAY WRITING

Write an essay using the previous article for your supporting evidence. In the essay, identify three good uses of books for parents and their children. Your essay should be composed of an **outline**, an **introduction**, **three body paragraphs**, and a **conclusion**. Make sure to follow the essay format explained in *Module One*.

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## GRAMMAR

### 1. Read the following quotations on books and correct the italicized grammatical mistakes.

- The moment your kid's born you realize no one ***knews*** anything. No one goes to classes. You just have a kid. You can read all the books you like, but unfortunately none of our kids have read the books so they don't care. You're basically ***make*** it up as you go along.
  —*Hugh Jackman quote*

- Read books. ***Caring*** about things. Get excited. Try not to be too down on yourself. ***Enjoyed*** the ever-present game of knowing.
  —*Hank Green*

- I ***go*** through a whole phase when I was younger of being obsessed with Tolstoy and Kafka and Camus, all those really, beautiful, dark depressing books.
  —*Jessica Pare*

- Life's lessons ***didn't*** come with books, notes nor instructions...just ***mistaken*** and EVERYONE makes them!
  —*Nishan Panwar*

- As a kid, I always ***love*** serialized books. It's the reason why people love 'Harry Potter.' Serialization is amazing. It ***work*** in television. It works in film and it works in books. Especially when you're a young kid, you get attached to these characters.
  —*Mindy Kaling*

- LIFE is like a BOOK. Some chapters ***is*** SAD, some HAPPY and some are EXCITING. But, if you never turn the page, you will never ***knowing*** what the next chapter holds.
  — *Unknown*

- Being lost in books ***have*** to be one of the best feelings it's like you can escape reality and live in your own fantasy.
  — *Unknown*

- I wish I ***can*** go back and take my name out of the history books so I would be a myth and legend.
  — *Unknown*

**2. Once, you corrected the errors in the eight quotes listed above, try to identify the effect and type of books and discuss the results with your peers.**

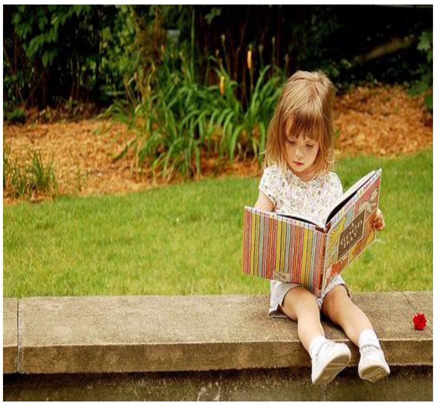
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# PICTURE AND VIDEO ANALYSIS

1. Look at the following pictures and explain how books can affect of society. Explain whether the effect is positive or negative.






2. Watch the following video by author Judy Blume. Explain in a short paragraph, the impact of book censorship.

   http://www.youtube.com/watch?v=fuhp3VTQQ2Q

3. Watch the following video, and write a short media repot answering as many of the Ws questions as possible.

   http://www.youtube.com/watch?v=1BOy4hZEan8

# MODULE SIX: PRINT MEDIA AND THE IMPACT OF MAGAZINES

Media is a very important communication tool which is fast and reaches a large audience. It can impact the individual and society through broadcast, print, digital, and outdoor media. The impact of media can have positive or negative effects. ***Print media*** can impact a society through books, magazines, and libraries. In this module, we will be focusing on the impact of ***print*** media through *magazines*.

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## Summary

This module will be discussing the impact of print media through magazines. Magazines have many effects on society, especially women. They define beauty and fashion. Sometimes this definition of beauty may not be healthy and can negatively affect women. Worst of all, most of these pictures are not even real.

## Module Objectives

In this module, you will learn to:

1. Understand the effects of beauty magazines on women through text analysis
2. Learn vocabulary words related to print media and magazines
3. Write a well developed essay on the impact of magazines
4. Identify grammatical mistakes in quotes related to print media and magazines
5. React to pictures related to print media and magazines
6. Write a short media report

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# READING COMPREHENSION

Read the following article, and answer the corresponding questions.

100 Percent of What You See In Fashion Magazines Is Retouched

Women are often jealous of the incredible good looks of the models in magazines.

Would you still be jealous if you knew that every single image you're seeing is an illusion?

The unreal standards and body images being portrayed in your favorite magazines and ads are nothing more than a fraud, each and every photo has been retouched before it is seen on the pages of these magazines. While everyone in the fashion and magazine industries seems to be aware of it and absolutely no one is even trying to deny it, there are a lot of people out there complaining about how unrealistic it is to show those kinds of altered images...

## Photo Shop

Excessive photo-shopping and retouching makes it virtually unimaginable for women to feel beautiful or good about the way they look when they're comparing themselves to these models who don't even really look like the same species as what we're comparing ourselves with!

We, as women, are constantly encouraged to look our best, be healthy, and to buy all of the products that these magazines promise will make us that way.

These images feature the perfect skin, tiny waists, and long legs. But here's your wakeup call ladies! It is all a sham!

But are the makeup, advertising, or magazine industries scared? Nope.

Women who find out the truth usually try to tell themselves it is impossible to compete with these fake airbrushed images. Right on, ladies.

But instead of changing, the marketers are laughing all the way to the bank as these same women rush right out to the store to buy whatever they're selling, because let's be honest– we all still actually DO want to strive to be that beautiful.

An anonymous photo retoucher, who professionally tweaks these images for a living, says that every man and woman needs to know that last single image you see has been retouched. There are just absolutely no images left that feature the real skin, curves, or hair of a woman that hasn't been significantly altered. This retoucher

wants people to realize that even these 'perfect' actresses and models are far from perfect, but the industry has gone so off course that it doesn't even matter anymore. They just redefine their looks and create the image with their own version of perfection.

## Major Image Adjustments

Everything from billboards to commercials to magazine images, it is all retouched. And not just a little nip or a tiny tuck there. It isn't just covering up a pimple or a stray hair. The insiders report that it is significant- they move an actress's face and actually paste it on to a thinner body.

Seriously! Like they weren't hot enough already? Or they swap out a model's legs onto a different actress's photo. In some cases, very thin models have been altered to look less bony. Some heavier models are 'adjusted' to look thinner. Models with skin problems are simply altered to have a different skin tone. What if they don't like the color of your hair? They just change it. Any problems whatsoever are adjusted before the image hits the streets.

The silliest ads of all, according to retouching artists, are the mascara ads. You guessed it- they are of course wearing fake eyelashes, and then tons and tons of makeup to make their eyelashes stand out, like it is even possible to make your eyes really look like that. Then, after the shoot, the real artists come in, drawing even more eyelashes onto the images in a way that makes it look real enough for a consumer to want to run out, buy that mascara, and see the results. Naturally, they are going to be disappointed! How is this even legal? It's simply lies- all of it! All you need is a computer and a paint brush and these retouchers can do whatever they'd like. Entirely fake women! What is this world coming to?

## Should Women Be Informed?

Insiders laugh at the suggestion that advertisers should come out with acknowledgments that photos have been retouched, saying that every single photo would have that disclaimer, so it is basically pointless.

Make up ads are typically entirely altered, the skin tone, complexion and color is often entirely painted over to give it the effect that the director wants. This can add color, shine, or cover up imperfections.

## It's a Full Time Job

Insiders also report another reason that women shouldn't be so darn hard on themselves is that models actually make a living on looking beautiful, and really have nothing else to do besides focusing on that.

Not that being a model is easy, but let's be realistic, their work is in preparation to look their best for the camera, to try out the best new skin care regimens or makeup,

and to stay thin. While the rest of us are working and taking care of a family, with just a spare few minutes per day to try to focus on a beauty ritual, these models make a living off of beauty tips and tricks and looking their best. Real women would be up 24 hours a day if they tried to balance their lives with the kinds of beauty routines like the models take part in. It just isn't possible and we shouldn't fathom that we should compare ourselves to these models, but alas, we do.

Models have been groomed to only eat certain things, to go to the spa, to work out, and to spend hours on their hair and makeup. So, ‚real` women shouldn't feel the need to even try. While it is easier said than done, we women out there need to stand strong and reject the idea that we're supposed to look like the models and actresses we see in magazines. Average women do not have the time, the money, or the ability to do what models do day in and day out.

## On Set Benefits to Looking Good

There are also the on the set issues that make it difficult to compare yourselves to magazine photographs. Imagine if you had a professional makeup artist to do your makeup every day! Or a professional lighting crew to light you in the perfect way so that your best side was always showing?

These women have a staff to make them look perfect. And the fancy clothing! Obviously, regular people can't afford skirts, dresses, and blouses that cost thousands of dollars. Not only is it the expensive clothes, but they are also individually tailored to fit those teeny tiny bodies. And even the clothes they're wearing are often retouched to fall perfectly or conceal the smallest of imperfect details.

So we can't blame retouching for the unrealistic standard of beauty displayed in women's magazines! It is a combination of natural beauty, time on their hands to look amazing, perfectly tailored and very expensive clothing, professional makeup artists and lighting, and anything leftover that might not look perfect can be fixed using Photoshop! You do not have a chance to look that good!

Everyone is aware that magazines have used super skinny models that suffer from eating disorders or at least look like it, and then on top of that, they Photo shopped them to look even tinier. Surprisingly, nowadays, magazines are actually using the same size models but they are Photo shopping them to look larger! While this may seem like a step in the right direction, it should be just as troublesome to readers.

This new trend might be due to the new appreciation for curves. Fabulous women like Kim Kardashian and Beyoncé Knowles are making their curves look fabulous and flaunting them left and right. This newly observed pride in their bodies is making other women redefine what is sexy.

So how about this- these magazines actually find real women and put them on the pages, instead of hiring these tiny models and adding pounds on to their legs, arms and stomachs? Whether they're adding weight or removing it, all of it is wrong. Everything we're looking at is fake, and the sooner we all figure that out, the better. We might as well be looking at cartoon images for as real as these photos are. At least, if we were looking at the newest fall fashions on Jessica Rabbit, we'd put things into perspective!

Text Retrieved From:

http://idealbite.com/100-percent-of-what-you-see-in-fashion-magazines-is-retouched/

## Questions

1. Is the thesis statement implicitly or explicitly stated?
2. Identify the impact of Photo shopped magazine images on women.
3. Identify the types of support being used.
4. According to the text, why are women in magazines being photo shopped?
5. Define the highlighted vocabulary words (in yellow) according to the context of the text, and discuss the results with your peers.

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## ESSAY WRITING

Write an essay using the previous article for your supporting evidence. In the essay, identify three reasons why magazines include photo shopped pictures of celebrities. Your essay should be composed of an **outline**, an **introduction**, **three body paragraphs**, and a **conclusion**. Make sure to follow the essay format explained in *Module One*.

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## GRAMMAR

### 1. Read the following quotations on magazines and correct the italicized grammatical mistakes.

- Editors at fashion magazines, you're doing a great job. Women ***continuing*** to hate their bodies...
  —*Unknown*

- I haven't read a book in my life. I haven't got enough time. I prefer to listen to music, although I do ***loving*** fashion magazines.
  —*Victoria Beckham*

- Beauty magazines ***makes*** my girlfriend feel ugly.
  —*James De La Vega*

- **That's** what I really ***loved***, is finding a script and fantasizing and going to a different world and kind of portraying a character that is interesting. Because

other lives ***interested*** us, that's why we read magazines like 'People' and try and fascinate and drool over what other people are doing.

— *Alex Pettyfer*

- **I** don't ***calling*** magazines and let them know about things so they can write stories.

  — *Lauren Conrad*

- **In** a funny way, poems are ***suiting*** to modern life. They're short, they're intense. Nobody ***have*** time to read a 700-page book. People read magazines, and a poem takes less time than an article.

  — *Caroline Kennedy*

- **Let** me please stand in solidarity with all of the women who are not a size 2 six weeks after ***left*** the hospital. I thought, you ***reading*** all of the stuff in magazines like, Oh, I breastfed my baby and I am so skinny now. I am breast-feeding my baby and I am not getting any skinnier! I think I'm just ***went*** to be a little bit bigger for a little bit longer and that's fine with me.

  — *Jenna Fischer*

- **I** think they're being extremely generous! Those magazines ***is*** very lovely but there are women on there who I find to be much more stunning.

  **—***Erica Durance*

## 2. Once, you corrected the errors in the eight quotes listed above, try to identify the impact of magazines as stated, and discuss the results with your peers.

# PICTURE AND VIDEO ANALYSIS

1. Below are retouched pictures (before and after). These images appeared in magazines. Identify the real from the fake image and describe the effect it can have on its audience.








2. According to the following video, how do media define beauty? Explain in a short paragraph.
   http://www.youtube.com/watch?v=prVBFBy4k_w

3. Watch the following video, and write a short media repot answering as many of the Ws questions as possible.

   http://www.youtube.com/watch?v=sjZxc0tgV1Y

## MODULE SEVEN: PRINT MEDIA AND THE IMPACT OF LIBRARIES

Media is a very important communication tool which is fast and reaches a large audience. It can impact the individual and society through broadcast, print, digital, and outdoor media. The impact of media can have positive or negative effects. Print media can impact a society through books, magazines, and libraries. In this module, we will be focusing on the impact of print media through libraries.

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### Summary

This module will be discussing the impact of print media and libraries. Libraries play a major key role in educational success. They impact students by making them active learners. Libraries also motivate students to use books and technology in order to better succeed in school. Librarians should promote the use of libraries to students and teach them how to make use of the material.

### Module Objectives

In this module, you will learn to:

1. Understand the impact of libraries on students through text analysis
2. Learn vocabulary words related to print media and libraries
3. Write a well developed essay on the impact of libraries
4. Identify grammatical mistakes in quotes related to print media and libraries
5. React to pictures related to print media and libraries
6. Write a short media report

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# READING COMPREHENSION

Read the following article, and answer the corresponding questions.

**Effective School Library Programs Positively Impact Student Achievement**

Study shows resource-rich school libraries, staffed by state certified school library media specialists contribute to high student achievement, and academic success

Trenton, NJ (PRWEB) February 15, 2012

The New Jersey Association of School Librarians (NJASL) today released findings of a three-year study conducted by the Center for International Scholarship in School Libraries (CISSL) at Rutgers University, which explored the value of quality school libraries to education in New Jersey.

"The findings show that New Jersey school libraries and school librarians contribute in rich and diverse ways to the intellectual life of a school, and to the development of students who can function in a complex and increasingly digital information environment," said Dr. Ross Todd, lead researcher in the study and CISSL Director.

An executive summary and the full report, The New Jersey Study of School Libraries: One Common Goal – Student Learning, are available online at http://www.njasl.org.

"In today's high-tech, information-driven world, we have significant opportunities for schools across the country to make great strides in preparing students for a fast-paced, global economy that requires independent learning skills," said Pat Massey, past president of NJASL. "As policy makers throughout the U.S. consider new measures to ensure student success and college and career readiness, it is critical that they maintain strong school library programs that are proven to enhance learning for all students."

In phase one, CISSL surveyed over 700 librarians and found that school librarians make key contributions to student success including:

- Improvements in student test scores;
- Development of thinking-based competencies in using information, and development of positive and ethical values in relation to the use of information and technology; and
- Increased interest in reading, increased participation in reading, the development of wider reading interests, and becoming readers that are more discriminating.

In phase two, which was completed in November 2011, CISSL examined a sample of effective school libraries to identify the key criteria that enables these libraries to thrive and contribute to the learning agendas of the schools. Findings show that:

- The school library is a learning center linked to classroom instruction;

- The school library supports the school's mission to produce literate and informed learners who can thrive in a digital, knowledge-based world;
- The school library is a 21st century classroom that provides an understanding of the information and technology students will confront as digital citizens;
- The school library sets the stage for student-initiated inquiry; and
- The school librarian is a co-teacher who undertakes an active role in engaging in shared instruction.

The study underscores the role of a dynamic school library program as a cost effective and essential means to prepare students to become reflective learners who are capable of locating, evaluating, and creating knowledge from information found in a variety of formats. The report highlights these outcomes as fundamental to students' success in college and in the workplace.

"NJASL and CISSL urge policymakers to recognize the important role that school libraries play in student education and career success," said Fran King, NJASL President. "As States and school boards across New Jersey and the country consider new measures to implement the new Common Core Standards, we must ensure that school library programs continue to be funded and staffed by certified School Library Media Specialists. Our students' futures depend on it."

*ABOUT NJASL*
*New Jersey Association of School Librarians (NJASL) is the professional organization for school librarians in the state of New Jersey. NJASL advocates high standards for librarianship and library media programs in the public, private, and parochial schools in New Jersey to ensure that students and staff become effective users of information. Learn more about New Jersey Association of School Librarians by visiting http://www.njasl.org, and join the conversation on Facebook and Twitter, @njasl.*

*ABOUT CISSL*
*The Center for International Scholarship in School Libraries (CISSL) is the leading international research organization based at Rutgers the State University of New Jersey. CISSL's mission is to produce and share rigorous research on the dynamics of school libraries and student learning. Learn more about CISSL at*
**http://www.cissl.rutgers.edu**

Text Retrieved From:

**http://www.prweb.com/printer/9166843.htm**

## Questions

1. Is the thesis statement implicitly or explicitly stated?
2. Identify the impact of libraries on student achievement.
3. Identify the types of support being used.
4. According to the text, how can librarians promote the use of libraries?
5. Define the highlighted vocabulary words (in yellow) according to the context of the text, and discuss the results with your peers.

---

## ESSAY WRITING

Write an essay using the previous article for your supporting evidence. In the essay, identify three impacts of school libraries on education. Your essay should be composed of an **outline**, an **introduction**, **three body paragraphs**, and a **conclusion**. Make sure to follow the essay format explained in *Module One*.

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## GRAMMAR

1. Read the following quotations on libraries and correct the italicized grammatical mistakes.

- I got ***expell*** from the public library for ***put*** all the 'Women's Rights' books in the fiction section.

—*Unknown*

- Whatever the cost of our libraries, the price ***was*** cheap compared to that of an ignorant nation.

—*Walter Cronkite*

- To a historian libraries ***is*** food, shelter, and even muse.

—*Barbara W Tuchman*

- I myself spend hours in the Columbia library as intimidated and embarrassed as a famished gourmet invited to a dream restaurant where every dish from all the world's cuisines, past and present, was available on request.

—*Luigi Barzine*

• That perfect tranquility of life, which is nowhere to be ***find*** but in retreat, a faithful friend and a good library
—*Aphra Behn*

• To those with ears to hear, libraries ***is*** really very noisy places. On their shelves we ***hearing*** the captured voices of the centuries-old conversation that makes up our civilization.
—*Timothy Healy*

• What ***was*** more important in a library than anything else - than everything else - is the fact that it exists.
—*Archibald MacLeish*

• Some men ***had*** only one book in them, others a library
—*Proverb*

• Libraries are not ***make***, they grow
—*Augustine Birrell*

• No university in the world has ever ***rise*** to greatness without a correspondingly great library... When this is no longer true, then will our civilization ***have*** come to an end.
—*Lawrence Clark Powell*

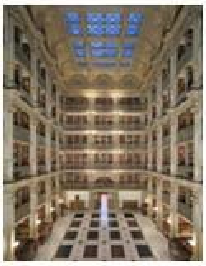
2. Once, you corrected the errors in the ten quotes listed above, try to identify the impact of libraries as stated, and discuss the results with your peers.

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## PICTURE AND VIDEO ANALYSIS

1. Look at the following library pictures and identify the difference of each. Explain the purpose of each and in what way they serve its readers.











2. According to the following video, how can school librarians positively impact education? Explain in a short paragraph.

**http://www.youtube.com/watch?v=mN-snhOEDKw**

3. Watch the following video, and write a short media repot answering as many of the Ws questions as possible.

**http://www.youtube.com/watch?v=01Ovfhuj9Os**

# MODULE EIGHT: DIGITAL MEDIA AND THE IMPACT OF THE INTERNET

Media is a very important communication tool which is fast and reaches a large audience. It can impact the individual and society through broadcast, print, digital, and outdoor media. The impact of media can have positive or negative effects. ***Digital media*** can impact a society through internet, smartphones, and ebooks. In this module, we will be focusing on the impact of ***digital*** media through the *internet*.

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## Summary

This module will be discussing the impact of digital media through the use of the internet. The internet, especially social media has drastically changed our lives. People can now communicate faster and share personal information in order to be updated about each other's lives. However, how much we share online depends on the individual.

## Module Objectives

In this module, you will learn to:

1. Understand the impact of the internet on its users through text analysis
2. Learn vocabulary words related to digital media and the internet
3. Write a well developed essay on the impact of social media
4. Identify grammatical mistakes in quotes related to digital media and the internet
5. React to pictures related to digital media and the internet
6. Write a short media report

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# READING COMPREHENSION

Read the following article, and answer the corresponding questions.

## Are we sharing too much online?

*By Dean Obeidallah , Special to CNN*
*August 16, 2013 -- Updated 1143 GMT (1943 HKT)* CNN.com

***Editor's note:*** *Dean Obeidallah, a former attorney, is a political comedian and frequent commentator on various TV networks including CNN.*

**(CNN)** -- Remember when social media websites were just about sharing fun things? I'm talking about the time when Facebook was essentially a place to post photos of you having a great time and the most serious event shared was when a person changed his or her status from "in a relationship" to "single."

But those days are gone. Social media has now become a place to share deeply personal and often horribly painful events in our lives. It has, in essence, become an online group therapy session where people reveal the details of dreadful events from their lives in the hopes it helps them cope and will attract support from others.

We saw it on display this week with 16-year-old Hannah Anderson, who was taken hostage by James DiMaggio for a week after he allegedly killed Hannah's mother and younger brother. Within days of being freed, Hannah went online to the website ask.fm and answered questions from the public about her ordeal. And she didn't just respond to a few questions, she fielded a long list of probing questions from "Why didn't you run?" to "Are you glad (DiMaggio is) dead?"

I noticed this evolution in the way people had begun to use social media last year, and at the time, I didn't like it. My concern was: Why would anyone share the intimate details of tragic events from their lives with people online, many of whom are strangers?

It really hit home this year when a friend posted on Facebook that he had been diagnosed with cancer. I was shocked, first by the news but second by the fact he announced his diagnosis on Facebook.

Typically, this would be the type of news you would share only with family and close friends, and probably in a face-to-face conversation.

But reading the comments responding to his original posting -- and the comments to his subsequent posts about his treatment -- caused me to change my view on what was appropriate to share on social media.

The amount of support he received on his Facebook page was astounding. He was touched by it, noting that the outpouring brought him comfort and inspired him to fight the disease even harder.

Many others are sharing the most heart wrenching events in their lives. In just the past few weeks, friends on Facebook or Twitter have posted information about the deaths of a parent or a grandparent.

And this week, I saw an even more candid sharing of information when a friend posted on Facebook that his brother in Egypt had been shot by the police there during the recent protests. He followed that up a few hours later with updates about surgery to save his brother's life.

Finally, he posted a photo of his deceased brother from the morgue where they identified his body.

A few weeks ago, NPR host Scott Simon tweeted live updates from his dying mother's hospital room to his more than 1 million Twitter followers. Some said Simon was invading his mother's privacy while others labeled him as self-centered, focused more on himself than his dying mother. But like many others, I found it to be a moving tribute to his mother.
What sparked this trend to divulge information that had once been revealed only to family and close friends? There are a few reasons. First, it's clearly therapeutic for many. By sharing their painful experiences, it helps the person heal, and the show of support by others bolsters them.
Second, those who have been using social media for years on a daily basis have grown accustomed to sharing events and experiences from everyday life. We are now extending the scope of what we will share from our lives.
Finally, I believe there's a connection between a willingness to share private aspects of our lives and the reality TV show world in which we have been immersed for over a decade. On a nightly basis, we see people share their triumphs and tragedies, be it on shows like "Big Brother" or "The Real World" or more contrived ones like "Honey Boo Boo" or "Keeping up with the Kardashians." They have made it easier and more acceptable for us to do the same.
To me, the best thing about this new trend is that you get to control it. It's your choice whether to disclose deeply personal information. Those who find it unnerving or inappropriate can keep that information secret. But for the rest, social media may end up being a less expensive but helpful form of therapy.

The opinions expressed in this commentary are solely those of Dean Obeidallah.



Text Retrieved From:

http://edition.cnn.com/2013/08/16/opinion/obeidallah-social-media-sharing

## Questions

1. Is the thesis statement implicitly or explicitly stated?
2. Identify the impact of the internet on people's personal lives.
3. Identify the types of support being used.
4. According to the author, how has social media positively helped its users?
5. Define the highlighted vocabulary words (in yellow) according to the context of the text, and discuss the results with your peers.

---

## ESSAY WRITING

Write an essay using the previous article for your supporting evidence. In the essay, state whether or not you believe we are sharing too much online. Give three reasons to support your opinion. Your essay should be composed of an **outline**, an **introduction**, **three body paragraphs**, and a **conclusion**. Make sure to follow the essay format explained in *Module One*.

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## GRAMMAR

### 1. Read the following quotations on the internet and correct the italicized grammatical mistakes.

- I don't go online, I ***didn't*** read reviews, I try not to look at anything on the internet.
  —*Aaron Johnson*

- Dance like the photos not being tagged. Love like you've never been unfriended. Sing like nobody's following. Share like you care. And ***does*** it all like it won't end up on Youtube!
  —*Raymond Estrada*

- Who ***need*** friends when you have the internet?
  —*Unknown*

- I feel like some people are ***catch*** so deep into impressing people on the internet that they forget who they actually are.
  —*Unknown*

- I will ***complaining*** about my privacy being invaded by the government right after I update my dating

profile to attract strangers on the internet.
—*Unknown*

- I really ***want*** to do something positive on the internet. I wanted to try to get young people talking about, thinking about, life's big questions-make it cool and OK to wonder about the heart, the soul and ***freeing*** will and God and death and big topics like that, big human topics.
—*Rainn Wilson*

- Nowadays we ***have had*** so many things that take our attention, phones, internet - and perhaps we need to disconnect from those and focus on the immediate world around us and the people that are actually present.
—*Nicholas Hoult*

**2. Once, you corrected the errors in the seven quotes listed above, try to identify whether the impact of the internet is positive or negative.**

-----------------------------------------------------------------

# PICTURE AND VIDEO ANALYSIS

1. Look at the following pictures and identify the impact of internet media on society. Explain whether the impact is positive or negative.







2. According to the following video, how does the internet negatively affect society? Explain in a short paragraph.
   http://www.youtube.com/watch?v=6-wfeYN8XH0

3. Watch the following video, and write a short media repot answering as many of the Ws questions as possible.

   http://www.youtube.com/watch?v=gsR8-RTEaqw

# MODULE NINE: DIGITAL MEDIA AND THE IMPACT OF MOBILE PHONES

Media is a very important communication tool which is fast and reaches a large audience. It can impact the individual and society through broadcast, print, digital, and outdoor media. The impact of media can have positive or negative effects. ***Digital media*** can impact a society through internet, smartphones, and ebooks. In this module, we will be focusing on the impact of ***digital*** media through the *smartphones*.

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## Summary

This module will be discussing the impact of digital media through the use of smartphones. Mobile phones and especially smartphones have significantly changed our lives. Owning a smartphone is like having the world in the palm of your hand. You can look up anything you want and get information about almost everything. It has become an essential tool for students. However, do smartphones always have a positive impact on students?

## Module Objectives

In this module, you will learn to:

1. Understand the impact of smartphones on students through text analysis
2. Learn vocabulary words related to digital media and smartphones
3. Write a well developed essay on the impact of smartphones
4. Identify grammatical mistakes in quotes related to digital media and smartphones
5. React to pictures related to digital media and smartphones
6. Write a short media report

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# READING COMPREHENSION

Read the following article, and answer the corresponding questions.

## EDITORIAL: The impact of smart phones on student life

Written by Tam News Staff on September 30, 2011

Today there is a more complete, intricate, and accessible web of information in the world than ever has existed before – an "Age of Information," as it has been called. Technology is developing at an astonishing rate, facilitating new kinds of utility and entertainment that were unimaginable ten years ago. The process of human communication has evolved into a multi-faceted one in our time, with texting, instant messaging, and video calling joining face-to-face relations among what are now the normal methods of our interaction.

Encapsulating and defining the rapid advances of our time is the smartphone, a palm-sized device that, with proper application, has the potential to make its user smarter.

Information is easy to access with the smartphone and its constant connectivity to the Internet – it only takes a few taps and a couple of milliseconds to discover boundless data on countless topics, making learning easier and assisting curious impulses. The variety of apps available for the smartphone makes it a powerful tool of both utility and enjoyment that is applicable to every situation. With a smartphone, it's possible to plot a route, fling some virtual birds at virtual (and inexplicably green) pigs, and read up on world issues, all within the span of a few minutes.

The smartphone is doubtless a tool that has the power to make its user master of his or her own sector of the digital world. But, as is true for most tools, the smart phone is a dual-sided blade, and it can cut its consumer as much as it can help them.

One detriment of the smartphone is that it encourages impersonal communication. It's a tool of texting that entices its user to maintain a secondary, typed dialogue accompanying that of their daily life. The image of the teenager plopping his or her smart phone down next to their plate at the start of a meal, and referring back to it frequently despite the real-life conversation going on is one that has only lost its shock value due to its appalling frequency. The smartphone leeches its owner's life, a constant presence demanding to be fed and maintained.

Overdependence upon the smartphone is an easy rut to fall into. Since the device can do anything and everything, after all, why bother using anything else? This is an unhealthy way to consider the technology available to us; it makes us as people less independent and increasingly reliant on a technology that could fail at any time.

Time can fly away from a person when they are multitasking on their smartphone, flitting from app to app with a hollow appetite. Multitasking is what the smart phone is designed for, and multitasking decays the attention span. Boredom is obsolete for the smartphone owner, defeated by the ability to dart between games and the Internet at the speed of whim. But this

isn't necessarily a good thing – boredom was the spark of previous generations' ingenuity and productivity.

The smartphone, used without caution and self-awareness, can be the center of a circle of self-damage, wastefulness, and depersonalization for its owner just as easily as it can be a gateway to easier living and enlightenment. Without a doubt, the smartphone has great power – we just need to learn the great responsibility that should go with it.

Text Retrieved From:

http://thetamnews.org/2011/09/editorial-the-impact-of-smartphones-on-student-life/

## Questions

1. Is the thesis statement implicitly or explicitly stated?
2. Identify the impact of smartphones on society.
3. Identify the types of support being used.
4. According to the author, how has smartphones changed our lives?
5. Define the highlighted vocabulary words (in yellow) according to the context of the text, and discuss the results with your peers.

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## ESSAY WRITING

Write an essay using the previous article for your supporting evidence. In the essay, state whether or not smartphone technology is a positive thing for society. Give three reasons to support your opinion. Your essay should be composed of an **outline**, an **introduction**, **three body paragraphs**, and a **conclusion**. Make sure to follow the essay format explained in *Module One*.

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## GRAMMAR

### 1. Read the following quotations on mobile phones and correct the italicized grammatical mistakes.

- On Earth we have these insects. Some people ***say*** it was pollution or mobile phones.
  —*Donna Noble*

- As a result, we will continue to ***seeing*** more innovation on the Internet and on mobile phones than on consoles.
  —*Trip Hawkins*

- Smart phones, smart cars, smart televisions... when are they ***go*** to start making smart people?
  —*Tanya Bianco*

- I remember being ***unemployment*** and walking the East Village streets for many years, constantly ***check*** my voice mail on pay phones, hoping for an audition.
  —*Rainn Wilson*

- The one thing I'm absolutely ***obsessing*** with lately are gadgets! New cell phones; I walk around with three phones because I have all the new ***one***, and I can't choose which I prefer.
  —*Bar Refaeli*

- Do people with iphones know that when they tweet their symbols on twitter it ***show*** up as black blocks on other phones twitter timelines?
  —*Jayde Nicole*

- Think the one you're with is faithful? Try ***traded*** phones for a day.
  —*Unknown quotes*

- Phones are inherently social devices and the industry w***as*** just beginning to discover what's possible.
  —*Mark Zuckerberg*

- We all think that ***rise*** our phones 6 inches in the air will give us better service...
  —*Unknown*

**2. Once, you corrected the errors in the nine quotes listed above, try to identify whether the impact of mobile phones is positive or negative.**

-----------------------------------------------------------------

# PICTURE AND VIDEO ANALYSIS

1. Look at the following pictures and identify the effect of smartphones on society. Explain whether the impact is positive or negative.





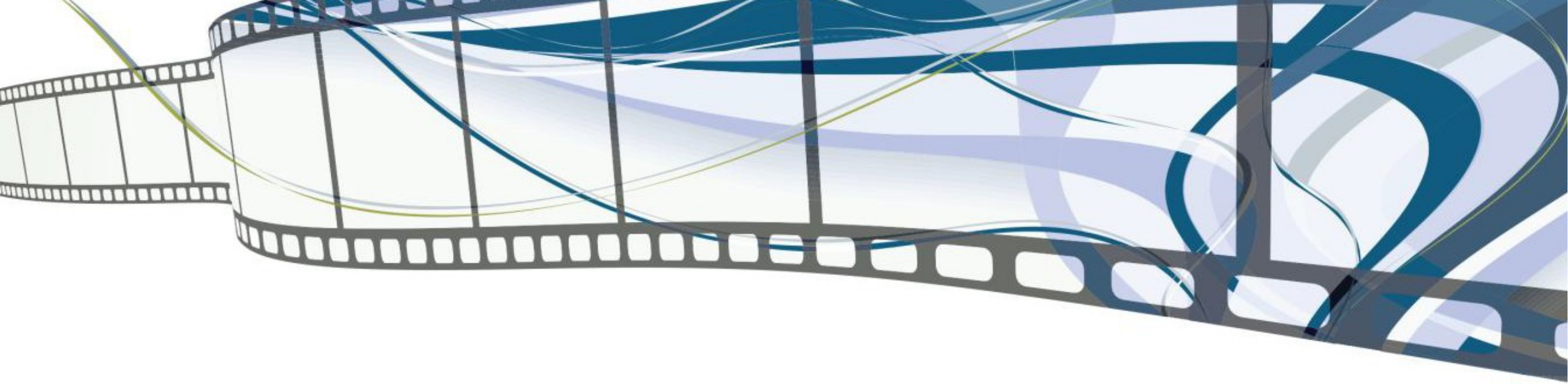



2. According to the following video, how are smartphones affecting watches? Explain in a short paragraph.

   http://www.youtube.com/watch?v=eU4XFt_heMo

3. Watch the following video, and write a short media repot answering as many of the Ws questions as possible.

   http://www.youtube.com/watch?v=viEaCplZyqk



# MODULE TEN: DIGITAL MEDIA AND THE IMPACT OF E-BOOKS

Media is a very important communication tool which is fast and reaches a large audience. It can impact the individual and society through broadcast, print, digital, and outdoor media. The impact of media can have positive or negative effects. ***Digital media*** can impact a society through internet, smartphones, and ebooks. In this module, we will be focusing on the impact of ***digital*** media through the *ebooks*.

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## Summary

This module will be discussing the impact of digital media through the use of ebooks. Some people are afraid that ebooks will replace print books. Others believe that parents have the choice on how to read a story to their child. Studies have proven that ebooks contribute to a child's education as much as print books. Technology has become an important part of our lives and is developing at a fast pace, so why not use ebooks as a wonderful educational tool?

## Module Objectives

In this module, you will learn to:

1. Understand the impact of ebooks on children through text analysis
2. Learn vocabulary words related to digital media and ebooks
3. Write a well developed essay on the impact of ebooks
4. Identify grammatical mistakes in quotes related to digital media and ebooks
5. React to pictures related to digital media and ebooks
6. Write a short media report

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# READING COMPREHENSION

Read the following article, and answer the corresponding questions.

**eBooks for Kids: Hurtful or Helpful for Young Readers?**

by Roberta Munoz

It's bedtime, and your 4-year-old is tucked in and ready for her nightly story. Paperbacks are scattered around the room, and among them an eReader loaded with her favorite fairy tales. Do you reach for the worn-out copy of *The Wizard of Oz* from the bookshelf, or head into the interactive world of Dorothy and friends instead?

Parents today face a host of new choices at story time. They're not only choosing *what* to read, but *how* to read it. Unfamiliar territory with smart phones and electronic tablets have parents wondering—do eBooks for kids hurt or help young readers?

For parents of very young children, the "total experience" of reading includes lap-time, closeness and parental involvement. Some people are afraid that this experience will be lost with eBooks. The other big fear is that their child won't learn to read properly if exposed to eBooks. When something is unfamiliar, we are naturally wary—but are fears about e-books realistic?

Research by the Kaiser Family Foundation finds that while kids are more plugged-in than ever before, reading has not lost ground to media. In fact, print book reading has actually increased over the past 10 years, despite the explosion of electronic readers on the market. And according to a study by Cambridge University, literacy rates among children have actually increased since the pre-computer age.

The march of technological progress isn't going to stop—eReaders are here to stay. So how do you know what's best for your young reader? Here are some tips:

- **Educate Yourself:** Know the difference between an eBook and an app. Electronic reading apps can help literacy development, but are more like games than books. A digital *Alice in Wonderland* is a true electronic representation of the book, with no bells and whistles, such as noises or moving images. The *Alice* app, on the other hand, has more interactive features—a child can touch the screen and make things move or change. The eBook version boasts a beautiful illustration of Alice drinking the magic potion, but with the app, you can touch Alice and make her grow.
- **Reading Reinforcement:** Choose reading apps wisely. If your child loves tales about royal beauties, read her favorites in print or on an eReader, and supplement the text with an app like *Princess Presto's Wands Up Writing* or *The Princess and the Frog* read-along. Incorporating princess learning materials will help get your kid excited for storytime, and motivate her to explore other educational tools.
- **Keep it in the Family:** Keep reading activities family-centered. The same Kaiser Foundation study cited above found that families that were active in guiding their children in reading activities and media use had happier children. You don't have to just give in to a tsunami of technology. You, as a parent, can still decide how much

print and how much media to allow into story time. Reading eBooks doesn't have to mean sacrificing lap-time.

Experiment on your own and pick the books and apps that are right for your child. Here's a breakdown of the various types of reading apps and eBooks for kids available:

- **Simple eBooks:** The iTunes app store has many familiar classics like *Cat in the Hat* and *Jack in the Beanstalk* available for e-readers. With these eBooks you can simply turn each page with your child and read it like a print book. Print-centered retailers like Barnes and Noble have both ebooks and apps for children, with an emphasis on traditional fare like fairy tales and classics. Amazon also has a large selection of children's material for easy download.
- **Touch-activated Apps:** Reading apps like Sound Touch let your reader interact with the image onscreen, whether that's finding out what a word means or tapping the picture to make it come to life. Z is for Zebra, and similar alphabet apps, exercise phonics skills—just touch a letter on the screen to hear what it is.
- **Interactive Stories:** Some digital apps allow your little learner to take the story into her own hands. The *Puss in Boots* app lets her pick different adventures for the feisty feline, while the *Little Engine that Could* app, created after the beloved childhood tale, helps your kid design a one-of-a-kind engine.

Create a balance between high-impact apps and books—whether the books are print or electronic—to avoid over-stimulating your child. Kristen McLean, executive director of the Association of Booksellers for Children says, "It's important to balance high-information-intensity technologies with other kinds of (unplugged) experiences to create a balanced child with the ability to moderate their own attention."

Above all, make sure to snuggle up with a story often—together or alone, in whatever format. The single biggest factor in raising a successful reader is to lead by example, so soak in as much of the written word as you can each day. Not only may you discover new page-turning material, you'll be showing your kids that reading, either on a screen or on a page, can be as enjoyable as it is educational.



Text Retrieved From:

http://www.education.com/magazine/article/ebooks-for-kids/

## Questions

1. Is the thesis statement implicitly or explicitly stated?
2. Identify the impact of ebooks on children.
3. Identify the types of support being used.
4. According to the article, what is the difference between a story ebook and a story app?
5. Define the highlighted vocabulary words (in yellow) according to the context of the text, and discuss the results with your peers.

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## ESSAY WRITING

Write an essay using the previous article for your supporting evidence. In the essay, state whether you believe that ebooks are hurtful or helpful for young readers. Give three reasons to support your opinion. Your essay should be composed of an **outline**, an **introduction**, **three body paragraphs**, and a **conclusion**. Make sure to follow the essay format explained in *Module One*.

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## GRAMMAR

### 1. Read the following quotations on ebooks and correct the italicized grammatical mistakes.

- I think we did a great job of putting together a program that would have made good e-books available ***have*** people been buying e-books in any real numbers.
  — *Thomas Perry quotes*

- I tend to ***turning*** down books originally published as e-books. As for selling books directly to e-book publishers, I ***will*** do so only if all traditional publishers had turned them down.
  —*Richard Curtis quotes*

- There ***is*** lots of great ideas in my book, but as a cohesive unit, my book is only held together with glue at the spine. Or it would be, if it weren't an ebook.
  — Jarod Kintz

- What's ***cheap*** than a gallon of gas? An ebook. Save a dollar, stay home and read!
  — Shandy L. Kurth

- You don't see people ***get*** pulled over by the police for reading ebooks on their smartphones.
  — Jason Merkoski

- How do you ***pressed*** a wildflower into the pages of an e-book?
  — Lewis Buzbee

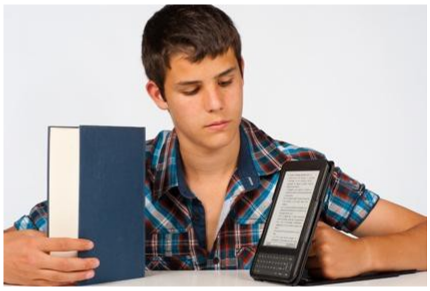
- A computer does not smell ... if a book is new, it ***smell*** great. If a book is old, it smells even better… And it stays with you forever. But the computer doesn't do that for you. I'm sorry.
  — Ray Bradbury

**2. Once, you corrected the errors in the seven quotes listed above, try to identify whether the impact of ebooks is positive or negative.**

# PICTURE AND VIDEO ANALYSIS

1. Look at the following images and identify the impact of ebooks on its readers. Explain whether the impact is positive or negative.






2. According to the following video, what is the impact of children reading on a tablet? Explain in a short paragraph.
   http://www.youtube.com/watch?v=Ledqv03Tbn0

3. Watch the following video, and write a short media repot answering as many of the Ws questions as possible.

   http://www.youtube.com/watch?v=-HQwkzukR34

# MODULE ELEVEN: OUTDOOR MEDIA AND THE IMPACT OF BILLBOARDS

Media is a very important communication tool which is fast and reaches a large audience. It can impact the individual and society through broadcast, print, digital, and outdoor media. The impact of media can have positive or negative effects. ***Outdoor media*** can impact a society through billboards, transit zones, and phone booths. In this module, we will be focusing on the impact of ***outdoor*** media through *billboards*.

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## Summary

This module will be discussing the impact of outdoor media through billboards. People are being bombarded with advertisements on a daily basis. A billboard is one of the fastest advertisement tools. It sends a message on the spot and can target all audiences. Although billboards seem to have many advantages, there are also some disadvantages to it.

## Module Objectives

In this module, you will learn to:

1. Understand the impact of billboards on society through text analysis
2. Learn vocabulary words related to outdoor media and billboards
3. Write a well developed essay on the impact of billboards
4. Identify grammatical mistakes in quotes related to outdoor media and billboards
5. React to pictures related to outdoor media and billboards
6. Write a short media report

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# READING COMPREHENSION

Read the following article, and answer the corresponding questions.

## Advantages and Disadvantages of Billboard Advertising

By Urvashi Pokharna

While billboard advertising can be a very effective promotion tool for your product or service, it comes with its pros and cons. Are you aware of them? Check out the good and the bad on billboard advertising before you put your ad up there.

Can you market your product or company within 5 seconds to your consumers? Yes, you can, through billboards. It is one of the most popular methods of outdoor advertising, especially among big companies. You can make an impact in the subconscious mind of the pedestrians, drivers and passengers, everyone who uses the road where your billboard is located. You instantly connect to your prospective customers. People easily register photographic data and short phrases (slogans). One billboard, and you have thousands of people who are now familiar with the product. There are so many types of billboard advertising; posters, bulletins, mobile billboards and others that creatively employ the use of large objects and even buildings. You can even go digital like those at New York's Times Square. Did you know? Billboards are the second most effective form of advertising that reaches over 93% Americans. But, is it all that rosy? Would people be stimulated by a billboard to buy your product?

### Advantages

Huge and eye-catching
Targets a large and diverse market
Easily registered information
Increased frequency of consumer exposure
Effective medium of awareness advertising
Targets middle and upper classes
Photographic information (strong visual effect)
Builds company reputation and product image
Quick rise in sales
Guaranteed audience
Customers find you

### Disadvantages

High costs for brief exposure
Risk from vandalism, weather conditions
Visibility issue

Stationary mode of advertising
Time insensitive
No feedback
No advantage of space
Does not target a specific market
Short term advertising tool
Limited information

## Upside of Using Billboards

It may seem like a big investment. Yes, a billboard can cost you anywhere starting from $1000. But, it will help your company build a brand image. Imagine, a stationary billboard at one location will be noticed by all the people passing by. This will strengthen your product presence in the market as you reach numerous target groups simultaneously. The size of the billboard makes it impossible to not notice it. Although, your audience has a very limited time to take note of your ad, there will be a high frequency of customers being repeatedly exposed to it. This results in the ad automatically getting registered in their photographic memory so they will remember it. Advertising by billboards is especially useful if you want to create product or brand awareness for your company in the market. You do not have to go around looking for customers because they will be attracted to the product. Think about it.

## Downside of Using Billboards

There can be some uncontrollable factors like harsh weather and vandalism that can damage your billboard, although, chances of vandalism are less likely in traditional billboards that are several feet above the ground. Also, if the site of your billboard is blocked by a tree or a branch, it will hinder its visibility. Again, this is less likely because all obstacles are generally removed when the ad is put up on the billboard. If you are looking to target a specific target group, billboards are not for you. It does not cater to a specific segment of the market. Another disadvantage is that you cannot ascertain whether your billboard has successfully drawn new customers. Even though a huge space is available for advertisement, it only gives a short message that must make a strong impact on prospective customers to stimulate sales.

By indulging in the best practices for advertising by billboards, you can ensure that you reap more advantages of this advertising tool and minimize the disadvantages. Today, the road traffic is 53% more than what it was 30 years ago. This means there are more people on road viewing your advertisement so your billboard will reach out to a larger share of market within a geographic location. Most people on roads and highways are those who can afford a car or an automobile, which corresponds with their purchasing power. This means they can mostly afford to buy your product too. Companies like Heineken, McDonald's, Mercedes, Berger, Calvin Klein, The Economist, Eskom and Coca Cola have creatively used billboards. Once you adopt it, watch your sales rise for yourself.

**Text Retrieved From:**
http://www.buzzle.com/articles/advantages-and-disadvantages-of-billboard-advertising.html

## Questions

1. Is the thesis statement implicitly or explicitly stated?
2. Identify the impact of billboards on drivers.
3. Identify the types of support being used.
4. According to the article, what is one disadvantage of billboards?
5. Define the highlighted vocabulary words (in yellow) according to the context of the text, and discuss the results with your peers.

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## ESSAY WRITING

Write an essay using the previous article for your supporting evidence. In the essay, state three advantages and/or disadvantages of billboard advertising. Your essay should be composed of an **outline**, an **introduction**, **three body paragraphs**, and a **conclusion**. Make sure to follow the essay format explained in *Module One*.

---

## GRAMMAR

### 1. Read the following quotations on billboards and correct the italicized grammatical mistakes.

- **Girls,** stop ***compare*** yourself to the .05%. That billboard is half Photoshop, half anorexia. Now consider the 99.95%...suddenly you're a 10.

  —*Unknown*

- **I** don't really make movies because I ***wanted*** to see my face on a billboard or because I want to get good reviews or have a big box office. That doesn't really matter to me at all.

  —*Joaquin Phoenix*

- **I** started getting text messages and calls from producers, and when I went into ***meet*** for scripts, people were always commenting on the billboard and

asking for pictures for their daughters.

— *Kellan Lutz*

- **He's** really big. We ***was*** just there when it went up. Isn't it a great billboard? He's the biggest one in the world, honey.

  — *Kimora Lee Simmons*

- **There** ***are*** a new billboard outside Time Square. It keeps an up-to minute count of gun-related crimes in New York. Some goofball is going to ***shoot*** someone just to see the numbers move.

  — *David Letterman*

- **I** think that I shall never ***saw*** a billboard lovely as a tree. Perhaps, unless the billboards fall, I'll never see a tree at all.

  **—***Ogden Nash*

- **Oh** Beautiful for smoggy skies, insecticide grain, For strip-mined mountain's majesty above the asphalt plain. America, America, man ***shed*** his waste on thee, And hides the pines with billboard signs, from sea to oily sea.

  — *George Carlin*

**2. Once, you corrected the errors in the seven quotes listed above, try to identify whether the impact of billboards is positive or negative.**

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# PICTURE AND VIDEO ANALYSIS

1. Look at the following billboards and identify the purpose of each.















2. According to the following video, will billboard advertising survive in the future? Explain in a short paragraph.

   http://www.youtube.com/watch?v=8WcM8fbyqjs

3. Watch the following video, and write a short media repot answering as many of the Ws questions as possible.

   http://www.youtube.com/watch?v=QpCIkk_lxXk

# MODULE TWELVE: OUTDOOR MEDIA AND THE IMPACT OF TRANSIT ADVERTISING

Media is a very important communication tool which is fast and reaches a large audience. It can impact the individual and society through broadcast, print, digital, and outdoor media. The impact of media can have positive or negative effects. ***Outdoor media*** can impact a society through billboards, transit zones, and phone booths. In this module, we will be focusing on the impact of ***outdoor*** media in *transit zones*.

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## Summary

This module will be discussing the impact of outdoor media in transit zones. Transit advertising such as on buses and bus shelters has become a very popular and effective form of advertising. Advertisers can either place their ads in bus shelters, at the back, sides, front of a bus, and even in the inside of a bus. The location of the advertisement depends on the budget and the targeted audience.

## Module Objectives

In this module, you will learn to:

1. Understand the impact of transit advertising through text analysis
2. Learn vocabulary words related to outdoor media and transit advertising
3. Write a well developed essay on the impact of transit advertising
4. Identify grammatical mistakes in quotes related to outdoor media and transit advertising
5. React to pictures related to outdoor media and transit advertising
6. Write a short media report

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# READING COMPREHENSION

Read the following article, and answer the corresponding questions.

## The Advantages of Transit Advertising

**Want to catch the attention of commuters? Try advertising on buses and in transit stations.**
March 18, 2005

*Editor's note: This article was excerpted from* Advertising Without an Agency *, available from Entrepreneur Press.*

Where do you advertise when you want to reach everybody? Transit advertising--placement of print ads on buses and other vehicles and in bus shelters and train stations--is an important medium for reaching an audience of all ages, backgrounds and incomes. You are not just addressing riders with these "moving billboards." You are reaching families and professionals in their vehicles, students shopping or right on campus, and tourists finding their way around town.

## Why Use Transit Advertising?

- You can't zap it.
- You can't ignore it.
- It can't be turned off like television.
- It reaches drivers and passengers no matter what radio stations they're listening to.
- The large, colorful, innovative designs demand attention.
- You have exclusivity in your space.
- It delivers a varied audience.
- It offers flexibility of ad size and location.

At one time, advertisers tended to shy away from internal transit advertising because of the perception of who the bus rider might be. Was the desired audience the person who could not afford a car? Today, concern for the environment and the popularity of programs such as Park-and-Ride have caused a wide range of business professionals, teachers, college students, and many other types of workers to leave their vehicles in mall parking lots and ride the bus to and from their jobs. It saves them the often high cost of parking and the wear-and-tear on their cars and provides them the opportunity to review material for a morning meeting, study, or just relax and gather their thoughts for the busy day ahead. The cards displayed inside the bus reach passengers who spend an average of 30-40 minutes on the bus . . . and your ad is there for them to read the whole time.

Not only can you reach some very upscale customers on the inside of the bus, but you can also reach a large variety of people by advertising on the more traditional exterior signs. Available in various shapes and sizes, exterior bus signs display advertising messages to thousands of people in cars as well as pedestrians. Buses travel through cities and outlying suburban areas, to shopping malls, universities, business districts, amusement centers, supermarkets, theaters and convention sites. Local customers as well as visitors to your area will be exposed to your large moving messages.

## Types of Bus Advertising

**King and queen signs** are located on the sides of transit vehicles. They are the largest of the signs and are attached to the bus with aluminum frames.

- **Tail signs** are located on the rear of transit vehicles. If you've ever been stuck behind a bus at a traffic light or in a traffic jam, you know what the back of that bus says by the time you start moving again.
- **Interior cards** are smaller and are seen only by the riders. They line the tops of the bus windows and include a sign located on the divider behind the bus driver (behind the driver sign). Some buses are assigned to school and college routes, so ask your transit company if you can put your signs in those particular buses to reach that younger audience.

You can buy all of the signs--inside and out--on one vehicle for tremendous impact. These "super-buses" or "mega-buses" can be fun buses to charter for special events.

In the last few years it has become more popular than ever in certain cities to "wrap" an entire bus with the theme of a company, a product, a museum, even camouflage wrap for an Army recruiting campaign. If it isn't all the rage in your city yet, it's coming--so don't be afraid to be the first to wrap a bus! These giant moving advertisements are impossible to miss and are a lot of fun to look at. A bus wrap is an expensive proposition and you will generally be required to sign a contract that will keep you paying rent on your bus for a minimum of one year. But if you have the budget and your company or product lends itself to the size and shape of a bus, you can get a lot of mileage (no pun intended) from this form of advertising. Discounts are available for buying multiple signs and for multiple-month contracts.

Now, if you don't want to wrap an entire bus, you can purchase one side and the back or one side and the front and share the bus with another advertiser. You can also purchase just the back or just the front of a bus.

Outdoor billboards and transit signs are very effective when used together, whether it is a full outdoor billboard or repeating your own store sign. The combination keeps some of your signs anchored and some mobile for great coverage.

## Designs and Schedules

When considering your design, treat the signs as moving billboards. People won't have a chance to look at the message for a long period of time, so use bright colors to attract attention and simple ideas with just a few words for effective transit advertising.

Whether you advertise in, on or all over the bus, you can sometimes request that your bus travel on very specific routes or, if your message has broad audience appeal, on many routes so as to cover your maximum desired audience throughout your contract period. Your bus company will provide you with a complete list of routes.

If you plan on being a regular transit advertiser, speak to the director of marketing at your local bus company about placing an ad in the next batch of schedules printed. Schedules are usually updated annually, so if you decide to do this, use a generic ad that won't become outdated over that period of time.



Text Retrieved From:
http://www.entrepreneur.com/article/printthis/76826.html

## Questions

1. Is the thesis statement implicitly or explicitly stated?
2. Identify the impact of transit advertising.
3. Identify the types of support being used.
4. According to the author, what is the most effective form (type) of transit advertising?
5. Define the highlighted vocabulary words (in yellow) according to the context of the text, and discuss the results with your peers.

-----------------------------------------------------------------

## ESSAY WRITING

Write an essay using the previous article for your supporting evidence. In the essay, identify three forms of transit advertising. Your essay should be composed of an **outline**, an **introduction**, **three body paragraphs**, and a **conclusion**. Make sure to follow the essay format explained in *Module One*.

-----------------------------------------------------------------

## GRAMMAR

### 1. Read the following quotations on buses and correct the italicized grammatical mistakes.

- ***Chasing*** down your victory like it's the last bus of the night.

  —*Unknown*

- **I** think any girl would throw me under a bus to *be* within five feet of Robert Pattinson. I actually think he's an attractive guy. And I ***watch*** most of 'Twilight,' and I think he was really intriguing.

  — *Paul Wesley quotes*

- **Every** day I've ***gotten*** to be thankful that I am alive, and you never know, the cliché is, I guess, you could get hit by a bus tomorrow, so you'd better be at peace

with whatever you got ***go*** at the moment.

— *Joseph Gordon-Levitt quotes*

- **I** moved to New York when I was 10, from Rio de Janeiro. So there ***is*** no need for driving: I took the subway, cabs and the bus.

  — *Jordana Brewster quotes*

- **Obviously** I wanted to be a bus driver and I still do. If only I ***can*** get a part time job.

  — *Jerry Springer quotes*

- **Life** is like ***rider*** on a bus. God is the driver and I am the passenger. Have faith God knows which route to take.

  **—***Gabriel Bridges*

- **I** look at autism like a bus accident, and you don't become ***cure*** from a bus accident, but you can recover.

  — *Jenny McCarthy*

- **Back** down the bully to the back of the bus, cause ***its*** time for them to be scared of us.

  **—***Third Eye Blind*

**2. Once, you corrected the errors in the eight quotes listed above, try to identify the representation of a bus in the context and discuss your results with your peers.**

# PICTURE AND VIDEO ANALYSIS

1. Look at the following transit ads and describe the impact it may have on society. Explain whether the impact is positive or negative.















2. According to the following video, did *Qualcomm* creatively promote its product? Explain in a short paragraph.

   http://www.youtube.com/watch?v=zpdcUakdQVA

3. Watch the following video, and write a short media repot answering as many of the Ws questions as possible.

   http://www.youtube.com/watch?v=MCmGUUgRGSI

# MODULE THIRTEEN: OUTDOOR MEDIA AND THE NEW IMPACT OF PHONE BOOTHS

Media is a very important communication tool which is fast and reaches a large audience. It can impact the individual and society through broadcast, print, digital, and outdoor media. The impact of media can have positive or negative effects. ***Outdoor media*** can impact a society through billboards, transit zones, and phone booths. In this module, we will be focusing on the impact of ***outdoor*** media through *phone booths*.

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## Summary

This module will be discussing the impact of outdoor media through phone booths. Telephone booths were a very important communication tool. However, with the fast technology boom and the rise of smartphones, telephone booths are losing its popularity. The city of New York plans to save their telephone booths by putting them into a different good use. Planners, designers, and technologists came up with ideas of how this once popular media tool can become very useful once again.


## Module Objectives

In this module, you will learn to:

1. Understand the new impact of telephone booths through text analysis
2. Learn vocabulary words related to outdoor media and telephone booths
3. Write a well developed essay on the new impact of telephone booths
4. Identify grammatical mistakes in quotes related to outdoor media and telephone booths
5. React to pictures related to outdoor media and telephone booths
6. Write a short media report

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# READING COMPREHENSION

Read the following article, and answer the corresponding questions.

## New York's phone boxes get new lease of life

| By Michael Millar | Business reporter, BBC News |
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**The sight of a public phone in many parts of the world is a sad one.**

Full of rubbish and covered in graffiti, they stand like a defeated army, crushed by the unstoppable march of the mobile phone.

When American inventor William Gray installed the first public coin telephone at a bank in Connecticut in 1889, he ushered in a new era in public communication.

He also gave Clark Kent somewhere handy to get changed.

Now Superman would almost certainly think twice, while time-travelers Bill and Ted would struggle to have an excellent adventure in one.

## 'Dynamic city'

The city of New York once had 35,000 phone booths; it is now down to 11,000.

But the city hopes to stop the decline there.

It is due to overhaul its phones in 2014 and has held a Reinvent Payphone challenge.

"New York is the most dynamic city in the world, and while technology has changed all around us, the city's payphones have remained mostly the same for decades," said Mayor Michael Bloomberg.

The competition received 125 physical and virtual prototypes from urban designers, planners, technologists and policy experts.

Judges selected six winners based on connectivity, creativity, visual design, functionality and community impact.

The winner in the best functionality category, Smart Sidewalks, was described as "a 21st Century library without walls".

The six-inch-wide strip that rises from the pavement - or sidewalk, rather - acts as a touchscreen, wi-fi hub, energy source, charging station and a range of other functions.

But the solar-powered facility goes further, with a ground strip collecting information ranging from wind speed, rainfall and temperature to foot traffic.

This publicly accessible database could help "fundamentally reshape the city", according to the designers.

## Shining light

Towering over pedestrians was the winner of best visual design, the Beacon.

Advertising revenue would allow the Beacon's functions to be free

"Gently rising out of the sidewalk", in the words of its creators, this 12-foot behemoth includes a stack of LED matrix screens, similar to those found on Times Square billboards.

The upper screens function as digital signage, bringing in advertising revenues and allowing the Beacon to provide its other functions free.

These screens would also adapt to public events throughout the city, from NYC marathon mileage markers to themed banners, celebrating with the city during its many parades, its creators claim.

The lower screens are dedicated to New York City's local street life and communities, with local advertising and community message boards as well as the telephone.

One benefit is that the tower is controlled by voice and gestures, making it touch-free and hygienic.

## Urban farming

A very different approach won a group of students and recent graduates the community impact prize.

Their Windchimes creation is more of a weather station than a phone booth.

These "environmental sensor stations" would use the phone network to offer real-time and hyper-local records of the city's rain levels, pollution and other environmental conditions.

"Imagine Windchimes data helping you plan your bike commute so that the wind is always at your back, tend to your urban farm using microclimate data or care for your asthmatic child with air-quality metrics," its designers ask.

The ideas that got short shrift tended to revolve around a booth that was little more than a giant smartphone - "an iPhone on a stick" in the words of one judge.

## Universal access

But as smartphones evolve, the nagging feeling remains that these inventions might soon be relegated to the lonely status of their predecessors.

Tammy Smulders, founder of trends consultancy SCB Partners - and a former resident of New York - says there is something appealing about community hubs.

"That said, the cost of maintaining the phone box can be high - keeping them clean and free of undesirable messaging and usage," she says.

"There would be a public cost to refit and modernize phone boxes, and without a clear benefit to society, so I'm not sure there will be a good societal return on investment."

However, Tudor Aw, head of technology for Europe at professional services firm KPMG, disagrees.

"It is important to remember that the primary purpose of payphones is to provide 'universal access' to the less well-off and vulnerable," he says.

"It is easy to forget in today's world of high mobile phone penetration that this objective still holds true.

"Importantly however, universal access should no longer relate to just voice but should also include data," he says.

Christian Nellemann, chief executive of XLN Telecom, a telecoms provider for small businesses, notes that phone boxes have been reinvented worldwide as places to house wi-fi connections.

"Perhaps we'll have to wait until teleportation ports are invented before they have another use"-Christian Nellemann XLN Telecom

"In the UK, BT have used their network of phone boxes as Openzone wi-fi hotspots".

"In the developing world, wi-fi carried over existing phone lines will be the only option for downloading large amounts of data for years before 4G mobile reaches outlying areas," he says.

This means the village phone box will be likely to transform into the village wi-fi connection.

But Nelleman notes companies have had less luck finding a use for the physical space of the phone box.

"Perhaps we'll have to wait until teleportation ports are invented before they have another use," he muses.

That thought should keep Bill and Ted happy for the time being at least.

http://www.bbc.co.uk/news/business-21879392?print=true

## Questions

1. Is the thesis statement implicitly or explicitly stated?
2. Identify the new impact of telephone booths according to technologists.
3. Identify the types of support being used.
4. According to the author, how can New York City restore its telephone booths?
5. Define the highlighted vocabulary words (in yellow) according to the context of the text, and discuss the results with your peers.

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## ESSAY WRITING

Write an essay using the previous article for your supporting evidence. In the essay, identify three ways to revive old telephone booths. Your essay should be composed of an **outline**, an **introduction**, **three body paragraphs**, and a **conclusion**. Make sure to follow the essay format explained in *Module One*.

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## GRAMMAR

### *1. Read the following quotations on phone booths and correct the italicized* **grammatical mistakes.**

- **The** trouble with super heroes *were* what to do between phone booths.

  —*Ken Kesey*

- **If** we discovered that we only had five minutes left to say all that we wanted to say, every telephone booth would be *occupy* by people *call* other people to stammer that they loved them.

  —*Christopher Morley*

- **She** *is* so small she could make mamba in a telephone booth.

  —*Bill Haley*

- **Life** with Mary was like being in a telephone booth with an open umbrella-no matter *whichever* way you turned, you got it in the eye.

  —*Jean Kerr*

- I am, in fact, Superman. Every morning I ***woke*** up and ***went*** into a telephone booth and change my costume, and then go to work.
  —*Stephen Daldry*

- Having a stage name is like having a Superman complex. I ***went*** into the telephone booth as Eric Bishop and come out as Jamie Foxx.

  —*Jamie Foxx*

- I ***looking*** at my first appointment book from 1965 and I get dizzy. I was constantly in a phone booth calling photographers.

  —*Lauren Hutton*

## 2. Once, you corrected the errors in the seven quotes listed above, try to identify the use of the telephone booth in the context and discuss the results with your peers.

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# PICTURE AND VIDEO ANALYSIS

1. Look at the following phone booth pictures. Identify the difference in each picture and the use of each different phone booth.












2. According to the following video, what are criteria required for the pay phone design contest? Explain in a short paragraph.
   http://www.youtube.com/watch?v=9yZC8HY1Bu0

3. Watch the following video, and write a short media repot answering as many of the Ws questions as possible.
   http://www.youtube.com/watch?v=Rffl9boUWX4